

The **NATIONAL UNDERWRITER**

Life Insurance Edition

**RECORDS SPEAK FOR
THEMSELVES...**



The Friendly
**FRANKLIN LIFE INSURANCE
COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

FRIDAY, AUGUST 8, 1947

Want to get in on a secret?

THE PEAK LINE on this chart tells you an interesting story. Here it is:

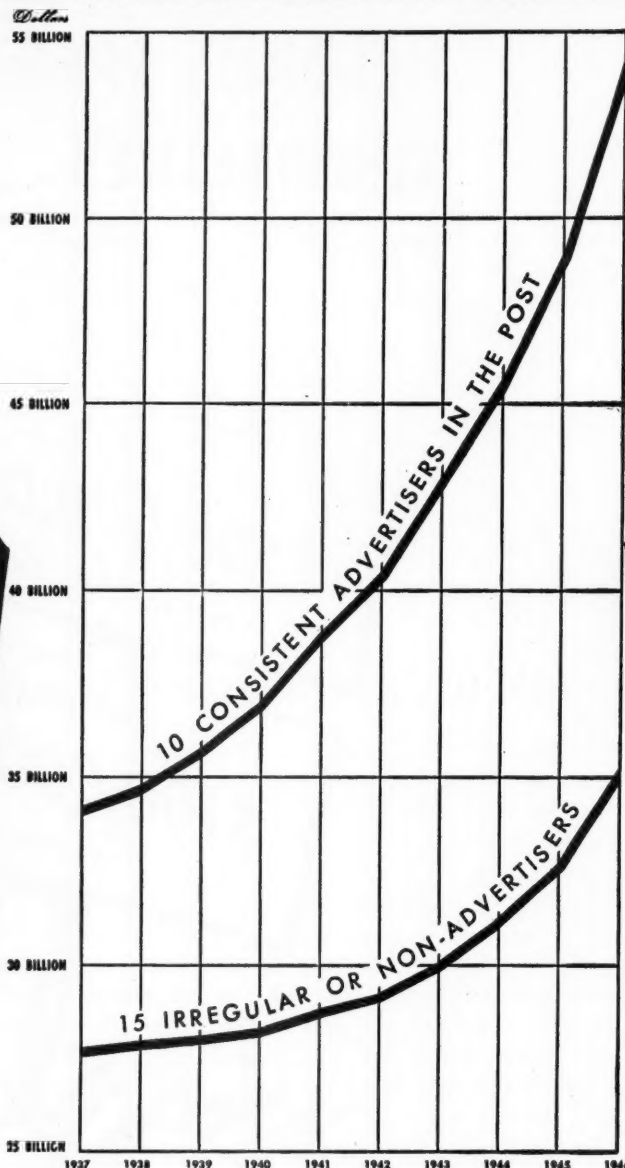
This chart shows the progress of twenty-five leading insurance companies. Just look what's happened to the ten advertisers who've told their message consistently in *The Saturday Evening Post*. They're far ahead of the others!

Here's the key to their success:

► Advertisements in the *Post* reach the best prospects—the people whose education and income are well above average.

► Advertisements in the *Post* get attention. People like to read ads in the *Post*—far more than in any other magazine.

GRAPH SHOWS THE GROWTH OF ORDINARY LIFE INSURANCE IN FORCE (IN BILLIONS OF DOLLARS) WITH LEADING LIFE INSURANCE COMPANIES DURING 1937 AND THROUGH 1946



For this ten-year period the growth of ordinary life insurance in force among the ten consistent *Post* insurance advertisers has been almost three times as great as that of the fifteen irregular or non-advertisers.

THE SATURDAY EVENING
POST

It pays to have the *Post*
pave the way

Schedule Johnson, Clark, De Pau to Address N.A.L.U.

Institute President Will Give Observations of European Visit

NEW YORK—Holgar J. Johnson, president of the Institute of Life Insurance, will make his first official report to the life insurance business on social, economic and business conditions in Europe as he saw them during his stay in France, Denmark, Sweden and England, when he will be the closing speaker on the convention program of the National Assn. of Life Underwriters in Boston, Sept. 12.

Mr. Johnson left the United States last June as a delegate to the International Management Congress in Stockholm and during his four weeks' stay on the European continent he visited with many prominent life insurance leaders. Mr. Johnson gained a first-hand picture of conditions in the life insurance business in those countries and he will bring a potent and challenging message. Mr. Johnson is a past president of the N.A.L.U. and presided at its golden anniversary convention in St. Louis in 1939.

Paul F. Clark, president of John Hancock, will be the featured speaker at the fellowship luncheon which will close the convention. Mr. Clark is also a past president of the National association and presided at the Washington, D. C., convention in 1929. He was the organizer and first chairman of the Million Dollar Round Table and one of the organizers of the American College of Life Underwriters, of which he is a trustee. He is a past president of the American Society of Chartered Life Underwriters and he is the first C.L.U. to become president of a life insurance company. He is a director of the Life Insurance Assn. of America and of the Institute of Life Insurance, and a member of the latter's planning committee.

Mr. Clark has long been interested in field conditions, particularly in life underwriter education and training, and he was largely responsible for the organization of the general agents and managers' section of N.A.L.U. He played a prominent part in building the Huebner Foundation for Insurance Education and he is a member of the Life Underwriter Training Council. During the war he organized the Treasury insurance legion for the sale of war bonds.

Robert W. De Pau, Jr., superintendent of Prudential in Chicago, will be another main session speaker on the Boston program. He entered the life insurance business in 1932 in Evanston, Ill., and in 1941 he was made Lincolnwood, Ill., district manager. Last year he became superintendent in Chicago. He has been one of the most successful members of the Prudential field force, whose field organization he has led, both as agent and assistant manager, and his district has always been a leader among Prudential offices. Mr. De Pau has long been active in local, state and National association activities and he has served on many important committees. He is a director of the Chicago association and of the Chicago managers association; a director of the Illinois state association, and in 1947 vice-chairman of N.A.L.U.'s membership committee that has been responsible for raising the national organization's membership to

Give New Committee Lineup of Commissioners

The new committee appointments have now been perfected for National Assn. of Insurance Commissioners.

In the list below are shown the members of committees that are of interest to life insurance people:

Central office supervision sub-committee—Forbes, Michigan, chairman; Harrington, Massachusetts; McKenzie, Arkansas; Thompson, Oregon.

Accident and health—Knowlton, New Hampshire, chairman; Downey, California, vice-chairman; Hanley, Maryland; Parkinson, Illinois; White, Mississippi; Kavanaugh, Colorado; Butler, Texas; Allyn, Connecticut; Larson, Florida; Stone, Nebraska; Sullivan, Kansas.

Blanks—Walter A. Robinson, Ohio, chairman; Newell R. Johnson, Minnesota, vice-chairman; Albert Burger, Minnesota; Carl A. Tiffany, Illinois; C. B. Coulbourn, Virginia; Russell O. Hooker, Connecticut; T. H. O'Connell, Massachusetts; Joseph F. Collins, New York; George H. McAteer, Washington; Earl L. Berger, Pennsylvania; L. H. Sanford, Michigan; Ralph Knudsen, Iowa; Clifford D. Spangler, Nebraska; F. M. Phillippi, Alabama; Francis T. McGovern, Rhode Island; Henry G. Sellman, Tennessee; C. J. McCann, Florida; H. Raymond Strong, Texas; W. Harold Bittel, New Jersey; J. R. Maloney, California.

Sub-committee No. 1—Newell R. Johnson, Minnesota, chairman; W. A. Mueller, South Dakota; Joseph P. Gibbs, Texas.

Sub-committee No. 2—Johnson, chairman; Harrington, Massachusetts; Dineen, New York; Allyn, Connecticut.

Examinations—Johnson, Minnesota, chairman; McCormack, Tennessee, vice-chairman; Allyn, Connecticut; Bowles, Virginia; Jackson, Missouri; Pearson, Indiana; McKenzie, Arkansas; Thompson, Oregon.

Sub-committee on qualifications of examiners, preparation of manual and examination of rating organizations—Allyn, chairman; Bowles, Pearson.

Fraternal—Sullivan, Washington, chairman; Malone, Pennsylvania, vice-chairman; Harrington, Massachusetts; Shield, Ohio; Parkinson, Illinois; Alexander, Iowa; Johnson, Minnesota; Holmes, Montana; Stone, Nebraska.

Sub-committee N.F.C. mortality table—Charles Dubaur, New York, chairman; C. J. McCann, Florida, vice-chairman; H. Raymond Strong, Texas; Henry G. Sellman, Tennessee; George H. McAteer, Washington; Albert Burger, Minnesota.

Laws and legislation, including group hospitalization and medical service—Butler, Texas, chairman; Jackson, Missouri, vice-chairman; Sullivan, Washington; Downey, California; Knowlton, New Hampshire; McKenzie, Arkansas; Pearson, Indiana; Dickey, Oklahoma; Shield, Ohio.

Life—Allyn, Connecticut, chairman; Martin, Louisiana, vice-chairman; Butler, Texas; Kavanaugh, Colorado; Dineen, New York; Soule, Maine; Parkinson, Illinois; Shield, Ohio; Holmes, Montana; Stone, Nebraska.

Social security—Benjamin, South Carolina, chairman; Duel, Wisconsin,

50,025. He attended Beloit College. During the war he helped organize the temporary coast guard reserve in Chicago and served in the coast guard auxiliary. At one time he was a professional golfer as well as a semi-pro baseball player. Mr. DePau has written many articles for leading life insurance publications and he is one of the most sought after speakers for life insurance gatherings.

vice-chairman; Apodaca, New Mexico; Carlson, Utah; Hubbard, Idaho; Carey, New Jersey.

Taxation—Carlson, Utah, chairman; Krueger, North Dakota, vice-chairman; Burns, Vermont; Donovan, Nevada; Hodges, North Carolina; Glass, Alabama; Butler, West Virginia.

Unauthorized insurance—Benjamin, South Carolina, chairman; Burns, Vermont, vice-chairman; Barrus, Wyoming; Mueller, South Dakota; Swain, Delaware; Donovan, Nevada; Rummage, Arizona; Dickey, Oklahoma; Hubbard, Idaho.

Valuation of securities—Dineen, New York, chairman; Gough, New Jersey, vice-chairman; Sullivan, Washington; Harrington, Massachusetts; Martin, Louisiana; Shield, Ohio; McKenzie, Arkansas; Johnson, Minnesota; McCormack, Tennessee.

Sub-committee—Harrington, chairman; Gough, Dineen.

Federal legislation—Harrington, Massachusetts, chairman; Dineen, New York, vice-chairman; Johnson, Minnesota; McCormack, Tennessee; Thompson, Oregon; Larson, Florida; Butler, Texas.

All-industry committee—John T. Byrne, American Institute of Marine Underwriters; Robert L. Hogg, American Life Convention; A. V. Gruhn, American Mutual Alliance; Floyd E. Jacobs, American Reciprocal Association; Hovey T. Freeman, Associated Factory Mutual; Ray Murphy, Assn. of Casualty & Surety Companies; J. F. Follman, Jr., Bureau of Personal A. & H. Underwriters; C. C. Fraizer, H. & A. Underwriters Conference; Harold Wayne, Inland Marine Underwriters Assn.; Edward L. Williams, Insurance Executives Assn.; Bruce E. Shepherd, Life Insurance Assn. of America; Carl P. Daniel, National Assn. of Casualty & Surety Agents; Henry Moser, National Assn. of Independent Insurers; W. Ray Thomas, National Assn. of Insurance Agents; H. E. Moore, National Assn. of Insurance Brokers; Philip L. Baldwin, National Assn. of Mutual Insurance Agents; J. Raymond Berry, National Board of Fire Underwriters; Foster F. Farrell, National Fraternal Congress; E. V. Roth, Surety Assn. of America.

Real estate—Pearson, Indiana, chairman; Burns, Vermont, vice-chairman; Hubbard, Idaho; Krueger, North Dakota; Bisson, Rhode Island; Larson, Florida; Jordan, District of Columbia; Stone, Nebraska; Alexander, Iowa; Butler, West Virginia.

Aetna's Noise Control

The New York "Herald Tribune" in its Sunday magazine has an article "Is Noise Driving You Crazy" in which reference is made to the noise control arrangement at the head office of Aetna Life. The article states that the control of noise is just as important to millions of men and women in offices as it is in the factories. In Aetna Life "where typewriters and machines maintained a steady din, careful records of efficiency were kept for 12 months. Then the three rooms were treated with sound-absorbing materials, and for another 12 months the efficiency of employees was checked. Results were these conclusive proofs of the value of noise control:

"In all three rooms, efficiency increased an average of 8.8%.

"Errors by typists were reduced 29%, by machine operators 52%.

"Absences decreased 37%, and employee turnover was cut 47%."

Confer on Tuition Allowances for Marketing Courses

C. J. Zimmerman Takes Up Questions with Veterans Administration

Conferences between Charles J. Zimmerman, assistant managing director of L.I.A.M.A., and the Veterans Administration central office at Washington have made it clear that the life marketing courses at Purdue, Southern Methodist and University of Connecticut have the VA's blessing and the \$300 tuition charged in the past will be allowed by VA for those students who have completed all or part of their campus training under the existing contractual arrangement.

As to future tuition, VA takes the position that since the courses involve only 14 weeks on the campus the \$500 maximum tuition allowable for a year program must be prorated on a basis of a 34-week academic year. This would mean a little more than \$200.

However, two possibilities for continuing the present \$300 tuition remain: Course directors can try to convince their regional VA offices that the \$300 figure is warranted by special considerations, in which case it would probably be necessary to justify the higher level of salaries paid to the teachers of such courses as compared to college teachers generally; or a veteran might be permitted, as is provided in the law, to use up as much more of his entitlement as would bring his tuition to the \$300 figure. This latter point has not been settled in respect to the marketing courses and probably will not be for several weeks. Both questions are up to the regional offices rather than the central office, though the latter furnishes interpretations of regulations and helps in the solution of difficult problems when a regional office asks it to.

Mr. Zimmerman's conferences with central offices have cleared up another important point: VA understands that in paying veterans' tuition for life insurance marketing courses it is not subsidizing the life companies or their general agents. The friendly attitude of VA is indicated in the closing sentence of its letter to Mr. Zimmerman: "It is trusted that the foregoing information will be helpful to you in conducting life insurance marketing and expanding the program."

I.R.B. Broadens Grantor Right

The grantor in a living trust may now reserve for himself broader rights than heretofore without entailing additional taxes as the result of a new regulation under the so-called Clifford rule (TD 5367). The bureau of internal revenue issued the decision as the result of Supreme Court decisions interpreting income tax regulations. Authorities who have gone over the new rule say that it is too complicated to be summarized in brief form, but has to be studied in its entirety.

Julian W. Schwab, general agent for Indianapolis Life, has again qualified as a member of the Million Dollar Round Table. He is also a life member.

C. L. U. Examination Series Completed by 206 Candidates

The Chartered Life Underwriters examination program of the American College of Life Underwriters was completed this year by 206 candidates whose records will now be reviewed by the registration board to determine whether the experience requirements for the C.L.U. designation have been met.

For the scheduled C.L.U. exams in June, a record 2,564 men and women presented themselves at 120 different educational institutions in 43 states, the District of Columbia, Hawaii and Canada. Nearly 63% of all examinations written were passing. The regular grading and checking of borderline cases has been completed by the 27 people who participated in the process.

Four Year Emphasis

That emphasis has continued upon the four year program of study for the C.L.U. designation is evidenced by the fact that only seven persons attempted all five parts. Only 264 took the necessary parts to permit completing the entire series of examinations had everything been passed.

Credit for all the examinations they undertook was given to 1,490 candidates and 121 others received partial credit. As a result of this year's examinations, 3,000 have completed the entire series of examinations and more than 4,000 have credit for completing some of the parts. Although the practice of taking the examinations on an installment basis has resulted in a smaller ratio between the number who complete everything in the given year and the number who appear for examinations, 206 out of the 264 who would have completed the entire series, were able to do so. The names of these follow:

Adams, James R., L.I.A.M.A., Hartford; Albolino, Alfonso T., Mutual Life, New York; Albritton, Robert S., Provident Mutual, Los Angeles; Atchison, Arthur L., New York Life, Lexington, Ky.; Avers, Junior E., Mutual Life, New York; Bacon, Richard E., Metropolitan, Chicago; Baldwin, Floyd C., Mutual Life, Toledo; Barkann, Roper, Penn Mutual, New York; Barrington, Susan M., Guardian, St. Louis; Bartlett, James D., Pacific Mutual, Baltimore; Baumgartner, Robert B., National, Vt., New Canaan; Behrens, Edwin J., Massachusetts Mutual, Cleveland; Behrmann, Paul R., Connecticut Mutual, Hollywood, Calif.

Bellack, Willard B., Lincoln National, Neenah; Bergman, Elmer C., Northwestern Mutual, Cedar Rapids; Bick, David L., Metropolitan, Newton; Black, Ralph L., Metropolitan, New Kingston; Blankenship, Margaret E., Union Central, Boston; Boyce, Edmund G., Aetna, San Antonio; Bulwinle, W. W. Jr., Guardian, San Francisco; Butler, William W., Kansas City Life, Kansas City; Cahill, Daniel P., Texas Christian, Fort Worth; Caldwell, Charles S., Life of Virginia, Oklahoma City; Campbell, Raymond, Jr., Southwestern Life, Dallas; Card, C. Gifford, National, Vt., Auburn, N. Y.; Carey, George F., Northwestern Mutual, Fort Wayne.

Carlson, G. Milo, Prudential, Salt Lake City; Carroll, Joseph P., John Hancock, Hempstead, N. Y.; Claus, Clarence E., Connecticut General, Elmira; Clement, George F., Jefferson Standard, Roanoke; Coad, Robert E., Prudential, Spokane; Crane, Karl A., Equitable Society, Milwaukee; Critchell, Robert S., Rockwood Co., Chicago; Crowell, Stewart P., Northwestern Mutual, Boston; Crumley, F. Elmer, National, Vt., Los Angeles; Cunningham, John T., Pan-American, Philadelphia; Davis, Kenneth W., Massachusetts Mutual, Manchester; Dorsett, Ralph S., American General, Austin; Driittler, Harvon A., Equitable Society, Detroit; DuFour, Raymond A., Pacific Mutual, Washington.

Dunn, Charles K., New England Mutual, Washington; Eagleston, S. Bromley, New England Mutual, Philadelphia; Engel, Robert G., Equitable Society, Seattle; Engler, Robert H., Equitable Society, New York; Farrow, Charles T., Provident Mutual, New York; Feild, Roscoe A., Metropolitan, Memphis; Finney, John M., Equitable Society, Hartford; Franklin, Sidney, New York Life, Cleveland; Frankson, Loren S., Guarantee Mutual, Spring Valley, Minn.; Frohnhoefer, Raymond P., Metropolitan, Yonkers; Gamblin, Frank W., Pan-American,

(CONTINUED ON PAGE 18)

Big "June for John"

A total of \$7,078,928 in new business was submitted by agents of Ohio National Life



in the "June for John" campaign honoring President John H. Evans.

Mr. Evans was elected president of Ohio National May 16, and the agents made June his first president's month. June 14 was also Mr. Evans' 25th anniversary with the company.

Grant Westgate, superintendent of agencies, is shown presenting Mr. Evans anniversary greeting cards attached to new applications. They represent in excess of \$1 million of business for a single day.

U. S. Sen. Magnuson Denies Favoring Federal Control

U. S. Senator Warren G. Magnuson of Washington in reply to a letter from Irwin Mesher, executive secretary Washington Assn. of Insurance Agents, denied he is one of three "out-spoken proponents" of federal supervision of insurance. He is a member of the senate judiciary committee.

The association's letter referred to a story in a New York publication which stated that a portion of the senate judiciary committee, in a minority, "are deemed to be committed to federal regulation of insurance in a larger or lesser degree." The story listed Magnuson along with Senators William Langer, North Dakota, and Harley Kilgore, West Virginia, as being "out-spoken proponents." The Washington association asked Magnuson to confirm the accuracy of the report and state his reasons for favoring federal supervision, if the story was correct.

Sen. Magnuson replied: "I am sorry there seems to be some misunderstanding regarding my position on this bill (S. 1508 extending the moratorium of P.L. 15 for six months). *** As a matter of fact, I did not make any recommendations regarding the bill during the committee discussions. I have not had an opportunity to study this bill in detail, but I am inclined to allow the matter to rest with the state legislatures.

"I do not know how anyone would get the impression that I favor federal regulation of insurance, which might well come under state jurisdiction. As I understand it, the act was extended only because the states are gradually taking action."

Penn Mutual Agent Pays for Two Million in First Year

Walter R. Benz, of the Newman agency of Penn Mutual at Fort Wayne, entered the business after Navy service and in his first selling year paid for two million. Thus Penn Mutual ended its first hundred years with a new target for first year men, for the records failed to show another whose beginning year put him at any such figure. In his second year, Mr. Benz is a close contender for number one position. He was formerly in radio sales engineering.

Reno Agency Holds Educational Parley

Delegates to the annual educational conference of the Robert R. Reno, Jr., agency of Equitable Society, Chicago, convened at Lake Wawasee, Ind., July 28-30. After welcoming them and making general announcements, Mr. Reno introduced Louis R. Agatstein, assistant manager, who discussed underwriting effects of policy changes which will be made later this year.

John C. Clasper discussed the field for deferred compensation plans among smaller corporations. Robert T. Markley presented organized selling technique he studied recently at the 1947 C.L.U. Institute.

Special Guests at Rally

The convention welcomed Howard Pierpont, the new divisional manager of group insurance, and Thomas J. Murray, sales supervisor of Illinois and Wisconsin for assured home ownership plans. A special guest was Lee Wandling, of Milwaukee, agency manager for Wisconsin, who discussed "Forest and the Trees."

Walter L. Gottschall, director of agencies, Chicago, addressed the banquet Tuesday evening on "The Symphony of Living." The 25th service anniversary of Frank L. Howell, assistant agency manager, was observed in a tribute by one of his agents, George Wandelt.

Charges Russian Methods Used in Promoting Cause of Socialized Medicine

WASHINGTON—A House subcommittee on executive expenditures has charged in effect, in a report on propaganda activities of certain government agencies in behalf of compulsory national health insurance that "American communism" holds the program of "socialized medicine as a cardinal point in its objectives; and that in some instances, known Communists and fellow-travelers within the federal agencies are at work diligently with federal funds in furtherance of the Moscow party line in this regard."

The committee promised a later report on social security board propaganda activities during the last 10 years in behalf of "socialized medicine." Meanwhile, its current report, which is being distributed by the U. S. Chamber of Commerce insurance department to members of the chamber's health and accident insurance committee, shows that what A. L. Kirkpatrick, manager of the chamber's department, characterizes as "Russian methods" were practiced by government officials and employees in organizing public sentiment and carrying on propaganda in behalf of national health insurance, in particular through "health workshops" set up in several cities and towns and operated largely by government personnel, the objective being to organize pressure groups for national health insurance.

The committee names half a dozen federal agencies as participating in such activities and cites reports from the general accounting office that thousands of dollars of government funds were expended for traveling expenses of government people to attend "health workshops" in violation of law. The committee says Harry J. Becker, president of Group Health Assn. here and vice-president of Cooperative Health Federation of America, also a full-time employee of the federal security agency, participated in health workshop meetings.

Miss Levine Now Secretary

NEWARK—Miss Hazel Kirk Levine, head of the home office library of Mutual Benefit Life, has been elected secretary of the Insurance Group of Special Libraries Assn. She is one of the best known librarians in the metropolitan area.

M. D. R. T. Program Features Strong Outside Talent

The annual meeting of the Million Dollar Round Table at Swampscott, Mass., Sept. 5-9, will feature such outside talent as Albert Bradley, executive vice-president in charge of finance for General Motors Corp.; Alfred N. Guertin, actuary of American Life Convention; Walter J. Wheeler, attorney for Northwestern National, and, of course, Denis B. Maduro, New York tax attorney, who will again star in his role as moderator of several informal seminars.

Friday, Sept. 5, will be devoted to registration. On Saturday, Sept. 6, the first speaker will be Mr. Bradley, followed by Philip B. Hobbs, Equitable Society, Chicago, N.A.L.U. president; Roland D. Hinkle, Equitable Society, Chicago, national C.L.U. president; and George E. Lackey, Massachusetts Mutual, Detroit, past chairman of M.D.R.T.

A. J. Ostheimer, III, Northwestern Mutual, Philadelphia, will preside at the Saturday afternoon business session. Mr. Guertin and Mr. Wheeler will speak with a question and answer period following each speech. That evening there will be a cocktail party and banquet given by Travelers.

Except for an informal morning seminar on pension and profit sharing plans directed by Mr. Maduro Sunday, Sept. 7, will be devoted to recreation including a four hour sight seeing trip to Gloucester and Salem by boat and bus.

Stever Monday Helmsman

Ron Stever, Equitable Society, Los Angeles, will open the business session on Monday morning, Sept. 8, with a 30 minute talk. A panel of speakers from among the newer members of M.D.R.T. will speak for 20 minutes each followed by a 10 minute question period. They are Deal H. Tompkins, Northwestern Mutual, Charleston, W. Va.; John M. Hammer, Massachusetts Mutual, Tampa; Edwin R. Erickson, John Hancock, Buffalo, and Fred A. McMaster, Ohio National, Los Angeles.

A golf tournament begins Monday noon and a New England shore dinner will be presented in the evening.

Informal bull sessions, always a feature of the meeting, will be formalized on Monday evening to the extent that three subjects will be discussed in separate rooms with three discussion leaders for each subject. Business insurance bulling will be led by Raymond W. Frank, State Mutual, Chicago; William T. Earls, Connecticut Mutual, Cincinnati, and Daniel M. Brigham, Northwestern Mutual, Los Angeles.

Personal Insurance Session

The personal insurance session will be guided by Alden H. Smith, Northwestern Mutual, Nashville; Gerald W. Page, Equitable Society, Los Angeles, and Sidney Weil, Mutual Benefit, Cincinnati. Pension and profit-sharing bull will be steered by H. Ben Rubin, Northwestern Mutual, Detroit; Meyer M. Goldstein, Connecticut Mutual, New York City and Robert B. Pitcher, John Hancock, Boston.

As chairman of the business session on the final day, Tuesday, Sept. 9, Robert P. Burroughs, National Life of Vermont, Manchester, N. H., will speak. A panel of speakers from the older members will follow with question and answer sessions after each speaker. They will be J. Renwick Montgomery, Phoenix Mutual, Philadelphia; Paul A. Harard, Jr., New England Mutual, Chicago; Vincent A. Milette, Northwestern Mutual, Newark, and Max M. Madison, Mutual Benefit Life, Cleveland.

That afternoon there will be a business meeting followed by an informal seminar on subjects other than pension and profit sharing directed by Mr. Maduro.

Counsel Against Delay in Central Office Project

Although National Assn. of Insurance Commissioners at its June convention gave the green light to the project of setting up a central office, and the employment of a full-time man to be designated as assistant secretary, so far as can be ascertained, there have been no steps taken to put this program into effect. Perhaps this is something that the commissioners will tackle in the fall. Most of the commissioners have had their hands full, keeping track of developments in the fire and casualty insurance company field and in connection with the Guertin legislation that becomes effective in the life insurance realm Jan. 1 so that they have had little time to devote to consideration of organization matters and then, of course, the summer season has been an inopportune time to arrive at a decision.

Commissioner Hodges of North Carolina, as the new secretary, has taken over the records from Insurance Director Parkinson of Illinois.

According to report, one or two of the present insurance commissioners now in office are favorably regarded for employment as assistant secretary and apparently there is some tendency to wait for developments in their careers. However, some commissioners, it is said, feel that the association should guard against further delay in carrying out the plans. An agreement was finally reached at the Atlantic City convention after years and months of debate and they feel that it might be fatal to postpone action too long. The danger then might be that the whole subject would be opened up again, with new commissioners engaging in the old arguments and that the day of a central office might then be as far away as it ever has been in the past.

Mine Workers Journal Takes Dig at Undertakers

WASHINGTON—That "undertakers find pot of gold in insurance" is charged in a subheading in an article published in the "United Mine Workers Journal," organ of John M. Lewis' union, discussing alleged excessive funeral costs of victims of a coal mine explosion at Centralia, Ill., some time ago.

"Those who have investigated funeral costs in the past understood that the undertakers have had a liaison with the insurance companies ever since the latter inaugurated the 'dime-a-week' collection basis geared to the pocketbook of the 'little fellow,'" says the Journal.

"And when this contact fails to produce the vital statistics desired, there are other ways to the same end, for there is no one who can calculate the financial resources of a stricken family any quicker than an undertaker. He can determine far in advance of any patronizing attorney or probate court the sum total of the take in insurance, property, savings and otherwise.

Illinois Revenue Higher

Collections of the Illinois insurance department for the year ending June 30, 1947, totaled \$12,491,665 as compared with \$10,481,928 the previous year. This is the largest income in the history of the department and comes about primarily because of the increased volume of business.

The privilege tax upon foreign companies constituted by far the largest item of income, amounting to \$11,379,918. Additionally, there was \$121,052 of privilege tax paid under protest.

The fire marshal tax yielded \$357,996, brokers license fees, \$151,503, fire and casualty agents' license fees \$129,058, examination of companies \$100,040, valuing insurance of life companies \$86,777 and agents' license fees of life companies \$35,585.

VA Handling of Insurance Matters Is Criticised

WASHINGTON—Detailed criticism of veterans administration methods in handling servicemen's insurance matters is contained in a recent letter by Chairman Rogers of the House committee on veterans affairs and Chairman Phillips of its insurance subcommittee, to Gen. Omar Bradley, veterans administrator. The letter contains a series of recommendations for improving the VA insurance service. The criticism and recommendations are understood to be based in part at least upon the House committee's investigation of VA insurance activities.

Charges Division Overstaffed

"It is believed," the letter states, "that the limit has about been reached as to the number of people veterans administration will be permitted to employ. It is pointed out that the insurance division of VA now employs more people per policy in force than any of the commercial insurance companies. It is believed that the matter of training and the time necessary to accomplish training has been overemphasized, particularly with respect to clerical employees performing routine tasks. If backlogs have not been liquidated after two years of operation it is probably because methods employed on current work continue to create new backlogs.

"We believe that the present VA insurance procedure, including the premium billing and accounting system, which may have been adequate for the requirements of World War I, does not meet today's requirements and that the entire system needs overhauling and modernization. This conclusion is supported by the failure of the present system to provide services which are stand-

ard practice among commercial insurance companies. Among such services are:

"Prompt issuance of insurance policies to all holders of insurance, term or otherwise.

"Prompt payment of dividends when surplus is accumulated.

"Mailing of premium notices a few days prior to due date rather than at the convenience of the office.

"Mailing of warning notices to unpaid accounts after due date but prior to expiration of the grace period.

"Prompt replies to letters and prompt action on requests for changes.

"There is no valid reason why the veteran should receive any less efficient insurance service for his dollar when he spends it with his government than he would receive if he spent it with a commercial insurance company."

M. Jay Ream Honored

In a production campaign to honor General Agent M. Jay Ream, the Pittsburgh agency of Mutual Benefit Life achieved a 176% increase in the volume of submitted business in July as compared with the average for the first six months of the year. The individual leader was Mrs. Isabella Jones.

The campaign was in honor of Mr. Ream's 25th anniversary with Mutual Benefit, and his election as president of Pittsburgh Life Underwriters Assn. The agents mapped the campaign secretly.

Ceremonies were conducted Aug. 1 which was designated as "Ream Day." Assistant Superintendent of Agencies James J. Moore of the home office attended the morning meeting and picnic in the afternoon.

Record Throng at General American Rally

Emphasizing the effectiveness of modern day visual selling, "The Eyes Have It!" was the theme of the four-day General American Life convention at Mackinac Island, Mich. The attendance was 247 and the number of production club qualifiers was the largest in history. New sales aid material designed to help fieldmen complete the selling cycle from prospecting to the sale presentation was released.

The theme was keyed by agency Vice-president Frank Vesser and was stressed in numerous displays and posters and by speakers using chart blow-ups and gumbo photos to illustrate their points.

In the absence of Walter W. Head, president, who was convalescing at St. Mary's Hospital, Rochester, Minn., from a gall bladder operation, the role of presiding officer was assumed by Powell B. McHaney, vice-president and general counsel.

New agency and field literature introduced included: New proposal cards, pictorial programming material, a visual retirement income demonstrator, sales talks, new recruiting and sales training courses, and the company's new business insurance material.

Also featured was release of a new advertising mat-service for agents composed of four series of advertisements suitable for use in metropolitan cities, small towns and rural communities. The announcement included reproductions of the ads, "reader notices," and suggested copy for radio "spot" announcements.

Honor guest and principal speaker at the banquet was Superintendent Jackson of Missouri, who discussed current conditions on a national and international level.

New officers of the Production Clubs, presented at the convention are: President's Club—Victor E. Behrens, general agent, Abilene, Tex., president; Fred F. Sale, district manager St. Louis, first vice-president, and Dennis C. Colwell, general agent, Dallas, 2d vice-president. Leadership Club—Babetta P. Bierman, Pittsburgh, president; Sam F. McBroom, Fort Worth, first vice-president, and James F. Fly, general agent, Nashville, 2d vice-president. Awards of gold, silver or bronze plaques were made to each of the new officers.

In a telegram read at the banquet Mr. Head announced that the 1948 convention would be held at the Edgewater Beach Hotel, Chicago.

Lytle Lent to Pan-American World Airways by Aetna

Alfred L. Lytle, supervisor of the motion picture bureau of the Aetna Life and affiliated companies, has been engaged as a temporary special consultant by Pan-American World Airways to assist in production of a film for the airline's educational department.

His services were requested by Pan-American and he has been granted leave of absence by Aetna Life. Mr. Lytle took off from Newark airport and arrived in Guatemala City last Sunday on the start of a three-week trip which in addition to Guatemala will take him to Costa Rica, Salvador, Nicaragua, Honduras and Mexico.

During this trip he will assist in production of a film on the folk arts, transportation systems and scenic highlights of these Central American republics.

Mr. Lytle has been a member of Aetna's motion picture bureau since its inception in 1940 and supervisor of the bureau since November, 1944. In this time, he has directed production of a number of educational films dealing with such subjects as home and highway safety, fire and crime prevention, first aid and sports safety.

Ferreting Out Needs

Writing about "Why I Like the Business" Penn Mutual underwriter Edith V. Levy of New York City said:—

"Each individual's requirements are different. It's such fun ferreting out needs . . . I was amazed to discover, in calling on one client to sell him a policy for his second son, that while his business was incorporated, they had no stock liquidating agreement or business insurance, his own insurance needed programming and, of course, additional protection, and his partners had practically no insurance. All because his elder son had a \$10,000 policy which I wanted to match for the younger boy. I ended up by writing over \$150,000. It was really like the house that Jack built, only I felt I had built it. Uncovering needs like these is pretty thrilling, and I'm going back to the same policyholder this year to present a pension trust.

"In my very limited experience, it is a constant source of amazement to me to realize how many astute business men have only personal insurance."

1847 — Penn Mutual Centennial — 1947

• • •

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Shows How Social Forces Bulge State Budgets

Werner W. Schroeder of the Chicago law firm of Schroeder & Simpson, and chairman of the Illinois Republican state committee, gave a graphic message on how the costs of state government have soared as a result largely of what he characterized as a great social force, in addressing a luncheon meeting of the insurance membership group of Union League Club of Chicago.

Contrast With Small's Budget

Marshaling his figures in effective fashion, Mr. Schroeder compared the appropriations voted by the Illinois legislature in 1921, when Mr. Schroeder was secretary to Governor Len Small, with the appropriations just voted by the Illinois legislature. The budget in 1921 was \$158 million while the budget that has just been voted is \$985 million. He listed the many items that exist today that had no counterpart in the 1921 budget as well as pointing out the increases in the items that appeared in both budgets. Illustrating the nature of some of the new items he mentioned the \$3 million for transportation of school children and \$2 million for school

lunches. Appropriation for welfare is \$214 million.

Mr. Schroeder said that there is immense pressure for increasing the appropriations for all sorts of welfare, educational and institutional purposes and the task of keeping the budget within bounds is most difficult because of the terrific pressure against reductions of any items. The objectives are worthy but Mr. Schroeder caused the group to speculate on how astronomical the budget figures might become unless the brakes are applied.

He referred to the housing legislation that is of interest, particularly to life insurance companies. The legislature appropriated \$20 million for the purpose of acquiring slum property and re-selling it to insurance companies and others for housing development. He declared that public housing is a back-breaking proposition, and the legislature took this means to try to stimulate private capital to supply the housing wants of the state.

Mr. Schroeder made an interesting analysis of legislation in the aggregate. He said that 738 bills were enacted by the Illinois legislature at this session, but that this does not represent as much substantive change as might be thought. About 80% of those bills are what are known as "repair" measures in which some minor corrections in phraseology, etc., are made. About 10% more deal with purely administrative

matters in the state government, and then there are about 10% that go to fundamental legislative questions.

Among the guests at the luncheon were F. C. Rathje, president of Chicago City Bank & Trust Co., and president of Union League Club; Insurance Commissioner J. G. McKenzie of Arkansas; Frank Speakman, independent actuary and actuary for the Arkansas department, and R. G. Stagg, actuary of Northwestern National Life.

Ford, UAW Resume Study of Hourly Workers' Pension Plan

Ford Motor Co. and UAW-CIO have resumed negotiations during the 10 day strike truce on the proposed pension plan for hourly employees. The proposed plan, which had looked a few weeks ago as if it would heal the breach between the two sides, had come to be a secondary issue overshadowed by the union demand for contract protection from liability under the Taft-Hartley act, now apparently compromised. Up in the air still is the question of whether the huge pension plan is to be underwritten by a life insurance company.

Richard T. Leonard, UAW vice-president, was quoted in the daily newspapers as saying, "We would still be battling over the conference table for a pension if the Taft-Hartley law had never been passed." A Ford spokesman denied a charge by Leonard that the company had reneged on its recent offer to establish a \$15 million a year pension plan. He said the company had new proposals to make on pension plan, but declined to elaborate.

Earlier the daily newspapers reported Ford had announced further details of the pension plan which would provide more than 90% of the hourly paid workers retirement incomes equal to 40% to 70% of their average monthly income in 1946 and thereafter.

The contention of the union was that pension plan changes would cut the company's initial deposit into the pension fund from \$200 to \$180 million and its annual payment from \$15 to \$7 million.

The Ford statement denied any substantial disagreements regarding the pension plan and said the proposed plan would take effect next Jan. 1 and would apply to all eligible employees with two or more years of continuous service. It was estimated that 60,000 workers would receive retirement benefits within 15 years. Ford spokesman said the company would absorb all past service benefit costs with future service benefits to require a contribution by employees of 2 1/2% of earnings up to \$3,000 a year and 5% on all above \$3,000.

A Ford executive was quoted as saying, "The average employee who today at 65 has been with the company since he was 30 and who retired at the end of 1947 would receive a yearly retirement income of at least \$1,100, including individual social security benefits or 50% of his 1945 earnings. The total contribution of this average employee to the plan until the end of 1947 would be \$33."

Agents Sponsor Brochure

MILWAUKEE — A brochure, "Young Men at Work," published by the Wisconsin Junior Chamber of Commerce and containing articles on the aims, objectives and activities of the Wisconsin Jaycees, has been published for distribution among members, leading industrialists and other citizens, government officials and public libraries. The publication was made possible through cooperation and generosity of Marue Carroll, Oshkosh; C. L. Egbert, Eau Claire; F. R. Horner, Madison, and Victor Stamm, Milwaukee, all Northwestern Mutual general agents in Wisconsin.

Raymond E. Cohn, president of Ft. Worth C.L.U., addressed the Fort Worth Life Managers and General Agents Club on activities.

Franklin Life Passes Half Billion

Franklin Life ended July with over \$500 million of insurance in force according to an announcement by Chas. E. Becker, president.



C. E. Becker

During the same month assets passed the \$100 million mark. Franklin Life has during the 7 1/2 years of Becker management shown a gain of nearly \$325 million in insurance in force. Company operations now cover 36 states, District of Columbia, and Hawaii. New Franklin business during the first seven months of 1947 is in excess of \$90 million.

Ohio State Life Picnic

Home office employees of Ohio State Life gave a picnic at Gold Cliff Park. R. R. Montgomery was in charge of arrangements.



"HAPPY LANDINGS AT BUENOS AIRES, SR. MASCARENHAS, AND MANY THANKS FOR THE FINE WEEK WE SPENT TOGETHER!"

FOR IT WAS a profitable week for all of us at R & R. Sr. Mascarenhas is Agency Vice President of LA CONTINENTAL, the second largest company in Argentina.

SR. MASCARENHAS visited us on his trip to our country some ten years ago, and when planning this 1947 trip, asked us to arrange his itinerary. This we were of course glad to do.

ANXIOUS TO EMPLOY THE BEST POSSIBLE methods, Sr. Mascarenhas is taking back huge notebooks filled with his observations. To a surprising degree his work in recruiting and training parallels ours.

TO GET ON A FIRST NAME BASIS, TO LIVE WITH THE MAN FROM A DISTANT LAND LONG ENOUGH TO DISCOVER THAT HE IS LIKE YOU, TO NOTE THE FINE CHARACTERISTICS WHICH MAKE A MAN OUTSTANDING REGARDLESS OF COUNTRY OR LANGUAGE, MAKES ONE LONG ALL THE MORE FOR THE ULTIMATE SUCCESS OF UNITED NATIONS.



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

The COMMONWEALTH Commentary

PROSPERITY?

Our present false-front economy is mirrored in miniature in a parable we heard recently:

It seems that a certain farmer had been accustomed to taking two hams into town whenever he needed new work clothes, and trading them off to the local shopkeeper for two pairs of overalls. One day, however, the farmer fell under the spell of a self-styled economist who pointed out to him that he could double the price on his hams and profit accordingly. Consequently, on his next trip to town, he carried but one ham which he evaluated at the former price of two.

The merchant in turn, however, had been exposed to the same reasoning; so that when the farmer approached him with the single ham, the merchant informed him that the price of overalls had also doubled. The storekeeper got one ham where he formerly got two. The farmer went home with only one set of work clothes.

Who profits here?

Insurance In Force June 30, 1947 — \$324,774,928

COMMONWEALTH
LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

Local Gro Vige

During and di general try are ous c ship ar present meeting and in of agen all sign creased It is portion agers a there is revitaliz There ments v pattern several ing du

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Local Managers' Groups Gird for Vigorous Year

During the summer lull, the officers and directors of life managers' and general agents' groups all over the country are laying plans for their most vigorous campaign for increasing membership and intensifying participation of present members. After the N.A.L.U. meeting in Boston from which a strong and independent national organization of agency heads is expected to emerge, all signs point to tremendously increased activity by local groups.

It is estimated that only a small proportion of the general agents and managers are active in their groups, so there is a fertile field for the coming revitalization.

There are indications that new refinements will be added to the established pattern of regional meetings in plans by several large cities to hold joint meetings during the coming year.

One of the first advances the enlarged and strengthened local groups hope to effect will be a reduction of proselyting, a practice which has been becoming stronger in recent months. By this time a number of veterans and other newcomers have proved themselves and are attractive prizes for the manager who can recruit them. Leading participants and local managers' groups reason that through their organizations more managers will come to know each other and will be less likely to undercut one of their fellows by wooing away an important producer. Of course, a certain amount of this is natural in a competitive system, but through local managers' organizations, such a move can be carried on in an open, across the board manner that will keep hard feeling to a minimum.

Imig Is Endorsed for National Trustee

MILWAUKEE—The Michigan State Assn. of Life Underwriters has endorsed Richard E. Imig, New York Life, Sheboygan, Wis., for trustee of the National Assn. of Life Underwriters. Word of this action has been received here from the Michigan association by William Pryor, Connecticut Mutual, Milwaukee, president Wisconsin association and chairman national affairs committee.

Mr. Imig, past president of the Sheboygan and Wisconsin associations, was brought out at the recent state convention and has been endorsed by the Wisconsin state, the 12 local associations in the state and the Wisconsin Quarter Million Dollar Round Table, the Milwaukee C.L.U. Chapter, and the Wisconsin and Milwaukee Life Managers & General Agents Assns.

Elect Yelland Chairman of Keystone Advertising Group

Lillian E. Yelland of the advertising department of Provident Mutual Life, has been elected chairman of the Keystone Group of Life Advertisers Assn. She succeeds Jack Flanagan who has become general agent for Fidelity Mutual at Los Angeles.

The last meeting of the group was held in Wilmington, where Continental American Life was host at a luncheon. P. E. Van Horn, assistant superintendent of agencies, analyzed the new selling kit of that company.

Annuity Tax Rules

WASHINGTON—The internal revenue bureau has promulgated rules and regulations for the purpose of carrying out provisions of an income tax convention and protocol between the U. S. and Great Britain. The regulations provide for exclusion from gross income

and exemption from income taxation as follows:

"Pensions and life annuities.—Under the provisions of Article XII of the convention, pensions (other than pensions paid by the U. S.) and life annu-

ties derived from sources within the U. S. by a non-resident alien individual who is a resident of the United Kingdom are exempt from federal income tax for taxable years beginning on or after Jan. 1, 1945. The term 'life annui-

ties' means a stated sum payable periodically at stated times during life or during a specified or ascertainable period of time under an obligation to make payments in consideration of payments made for such obligation."

AGAIN
we proudly present

7 GREAT SOUTHERN MILLIONAIRES

For the second successive year we are happy to present seven Great Southerners who are qualified members of the NALU Million Dollar Round Table.

Your success is a tribute to your capability as life underwriters, to your knowledge of life insurance and to your sincerity in presenting its benefits to your prospects.

It is an irrefutable testimonial to the Great Southern's definite program of career training, assistance and cooperation in helping Great Southerners attain success in life underwriting.



D. L. MYRICK
Lake Charles, La.
Life Member, Qualified 1945, '46, '47



N. J. WOODLAND
Baton Rouge, La.
Qualified 1946 & '47



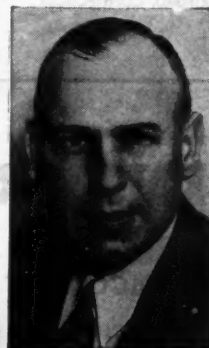
J. PERRY MOORE
Houston, Texas
Qualified 1946 & '47



A. C. DECKER, JR.
Shreveport, La.
Qualified 1946 & '47



CECIL W. MURRAY
Huntsville, Texas
Qualified 1946 & '47



H. R. (BOB) GROBE
Houston, Texas
Qualified 1946 & '47



JOHN H. FARGASON
Galena Park, Texas
Qualified 1947

GREAT SOUTHERN

Life

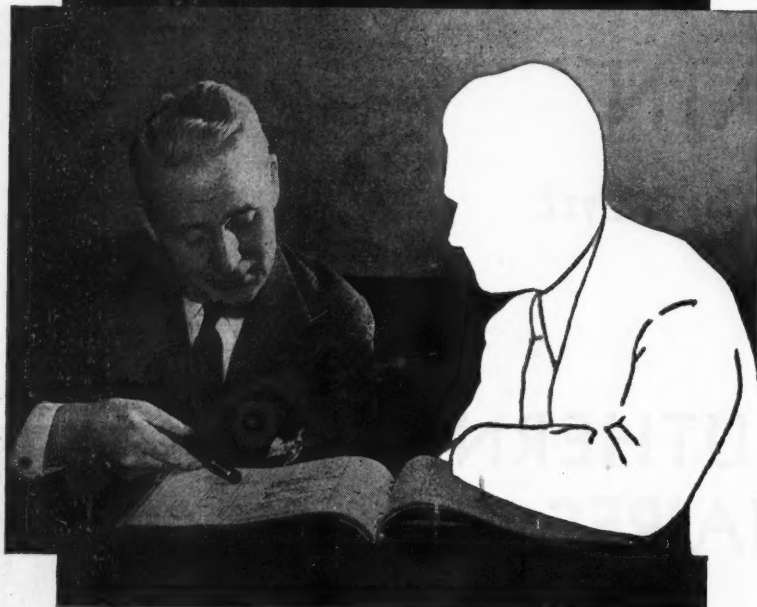
INSURANCE COMPANY

HOME OFFICE

HOUSTON 1, TEXAS

THE EXTRA MAN

IN YOUR ORGANIZATION



No one knows better than the successful broker the importance of the efficient use of time. That is why brokers recognize so quickly the convenience and efficiency of working with Connecticut General and having available all forms of personal insurance from one source. They find that Connecticut General's "extra man" service means prompt help on illustrations of specific contracts and technical information. The broker asks for what he needs and gets it.

He finds that Connecticut General men want to and know how to render a real broker's service. If you haven't tried it, call your nearest Connecticut General office.

**CONNECTICUT
GENERAL**

LIFE INSURANCE COMPANY
HARTFORD, CONNECTICUT



**BETTER SERVICE
THROUGH BETTER MEN**
LIFE INSURANCE, ACCIDENT AND
HEALTH INSURANCE, SALARY
ALLOTMENT INSURANCE AND AN-
NUITIES. ALL FORMS OF GROUP
INSURANCE AND GROUP ANNUITIES

REINSURANCE

LIFE — ACCIDENT — HEALTH

ALLIANCE Life  **INSURANCE COMPANY**

Roy E. Button, Reinsurance Director

Chicago

Bank Loans to Buy Policies Again Popular with Wealthy

NEW YORK—High income tax rates, low bank loan rates and the high reserves under Guertin-law contracts have combined to provide a big market among wealthy men for limited-payment policies. It is a development that the companies do not like but on the other hand they dislike to withdraw these contracts, such as the 10-payment life, because it frequently serves other purposes as well.

The plan is an outgrowth of the formerly popular procedure of buying a single premium endowment largely with money borrowed from a bank against the policy's cash value, one object being to charge the loan interest off in the buyer's income tax report. When the Treasury realized what was going on it ruled that loans made to "purchase or maintain" a single premium policy were not deductible.

How the Old System Worked

Under the old plan, for example, a man could buy a \$100,000 single premium 20-year endowment for which the premium might be \$80,000. Its first year cash value might be \$70,000. He borrowed the \$10,000 difference on his existing policies and borrowed \$70,000 on the endowment policy and could charge off the interest on the loan. The bank was perfectly covered and the policyholder had net protection amounting to the difference between the loan and the face amount of the single premium policy. If he was in a high income tax bracket it meant that his insurance protection was very cheap.

The system currently used is usually based on a 10-payment life policy. This does not conflict with the Treasury ruling for the 10-payment life policy is not a single premium policy.

Example of Present Method

For example, suppose the man buys a \$100,000 10-payment policy and that he has enough cash value in his old policies for a loan with which to pay the first premium. He buys a policy on which the increasing cash value will more than take care of the premiums for the remaining 10 years. This is readily possible because of the low interest assumption under Guertin-law policies.

Suppose a man age 45 buys such a policy. The annual premium is about \$80 per \$1,000 or \$8,000 for \$100,000 of coverage. Dividend additions alone on this particular contract will total about \$13,000 in 10 years in at least one company.

By the end of the 10th year his bank premium loans will total about \$72,000 against his total insurance of approximately \$113,000 or a net protection of around \$41,000. At any time during the 10 years his protection is the \$100,000 face amount less his loan plus his dividend additions.

CHEAP TO KEEP

At the end of 10 years suppose that he wants to continue the arrangement. His bank loan is, say, 3%, which would be \$1,460. If he is in a 50% tax bracket this means a net of \$730. He is then age 55, at which age ordinary life would cost him about \$60 per \$1,000. In contrast, the policyholder has a \$41,000 net estate for which his only carrying charge is \$730 a year in interest.

But to offset this he gets dividends on the entire \$113,000 of insurance. In at least one company the present dividend rate would mean that his dividends would more than offset the entire net outlay of \$730 for interest. Over and above all this the cash value of his policy increases each year by about \$10 per \$1,000 so that he is increasing his equity each year by approximately \$1,130.

Another tax advantage of this arrangement is that the dividend additions don't have to be reported as income until

the policy is liquidated—and not even then if the policy is turned into income rather than being received as cash.

If the policyholder wished at the end of the 10-payment period to liquidate his outstanding loan he would only have to make use of his dividend additions and as much additional principal as he needed and he would have an estate of \$25,000 to \$30,000 with nothing against it and nothing to pay.

Value of High-Premium Contracts

While the saving is most marked in the case of a wealthy buyer who can make the best use of the low bank loan rate the transaction also illustrates the feasibility of purchasing so-called high annual premium life insurance even where no bank loan is involved. It provides an excellent investment in which there is no maturity date. Each year after the tenth there is an increase in the cash position plus dividend additions which are not taxable. At some date in the future when the insurance is no longer needed but its cash must be used for retirement income the cash profit made at such time is not a reportable income tax item if taken under any but the interest option. The income received need be reported only on the 3% annuity basis, based on the original purchase price. This purchase price may be materially lower than the final amount.

A man could buy a policy at age 45, pay three premiums and then at age 67 would have an equivalent of his original outlay in the form of cash value plus dividends.

Paul Bordlee, Prudential, New Orleans, has become a life and qualifying member of the Million Dollar Round Table. He entered the business in 1930.

Everyone lives
by selling something.

We offer you these
advantages: No output
for merchandise; no
depreciation; quick
turnover; cash return
on every sale.

Just write:

Gardian Life
Insurance Company

Madison 1, Wisconsin

Strike Against Peoples Life, D. C., Collapses

WASHINGTON — The strike of agents against Peoples Life of Washington has failed. George L. Russ, president Industrial & Ordinary Insurance Agents Council, AFL, admits the union has taken a "beating." The strike has been settled without a contract, he said, the union refusing to sign one offered by the company. The strikers were ordered back to work beginning Aug. 4.

Company sources said the strike was settled here and also at the Norfolk and Portsmouth offices, at least.

Mr. Russ said the union will continue negotiations with the company for a contract covering agents in districts where national labor relations board certified the union as bargaining agent. These districts are: Washington, Baltimore, Chesterton, Salisbury and Annapolis, Md.; Richmond, Portsmouth and Norfolk, Va. "Uncertified districts" are Fredericksburg and Tappahannock, Va., Mr. Russ said.

He stated the union terminated the contract May 16 and the strike was ordered May 19. Many changes were made during the negotiating period meanwhile, he added. The company has abolished "quite a few debits," he said, in Washington No. 1, Baltimore No. 1 and Portsmouth districts, transferring the work to those offices.

Mr. Russ said the union may decide to take action against the company on the ground of an unfair labor practice in such abolitions. As to replacement of strikers made by company employment of other agents, "that's a horse of another color," permitted by law, he indicates.

The strike was called off on advice of the office of Joseph Padway, AFL general counsel, it is understood, the union making itself available for further contract negotiations after the men have returned to work.

OME ARE REINSTATED

RICHMOND — Twelve Richmond agents of Peoples Life of Washington have been reinstated with no back pay and no wage increase following the conclusion of a strike which started in May. They returned to work this week. Twenty-two agents at Norfolk and Portsmouth, however, were told that there were no jobs for them when they reported for work this week.

J. D. Leath, district manager at Richmond, said that all the strikers there had been given their old jobs because the company felt that it would be more advisable to take them back than to replace them with new men. The Norfolk and Portsmouth strikers said that they were told that they were no longer needed since a system of office collections of premiums had been placed in effect.

Approximately 250 agents and supervisors went out on strike May 16. Supervisors went out because of a dispute with the company as to their bargaining representatives. The supervisors charged that the company refused to abide by a national labor-relations board ruling that Industrial & Ordinary Insurance Agents Council represented the men.

The agents left their jobs when they failed to reach an agreement on salaries.

Cal. Exemption Legislation

THE NATIONAL UNDERWRITER stated incorrectly that a bill signed by Gov. Warren of California increases the tax exemption of life insurance proceeds. The bill in question deals instead with exemption of life insurance proceeds from attachment and execution. Herebefore, the amount of life insurance exempted was that which a maximum of \$20 annual premiums would purchase. This was amended so as to provide that the policyholder or his estate can secure

the exemption up to the \$500 premium limit and his spouse or minor children can secure an additional \$500 premium exemption. This in reality doubles the exemption.

R. C. Russ Now Assistant Director of Agencies

Robert C. Russ has been named assistant director of agencies of Union Mutual Life. A graduate of the University of Maine, Mr. Russ was associated with Travelers, Connecticut General and

John Hancock prior to his Union Mutual appointment in December, 1946, as assistant manager of the group department.

In 1944 he was commissioned as a navy officer and served in the Pacific theater of operations until his discharge in March, 1946.

Reports on W. Va. Business

CHARLESTON, W. VA. — Life insurance in force in West Virginia at the end of 1946 totaled \$1,537,781,381, a new record, Auditor Edgar B. Sims,

commissioner ex officio, reported. This was his final report as commissioner, for the department was removed from his supervision by the 1947 legislature and set up as a separate agency. The increase in 1946 was \$178,445,927, an all-time high. Life companies paid out \$13,673,843.52 in Virginia claims and collected \$41,018,328 in premiums as against \$12,915,000 and \$37,005,000, respectively, in 1945.

If you sell disability, don't be without The A. & H. Bulletin. Write The A. & H. Bulletin, 420 E. 4th St., Cincinnati 2, Ohio.



MUTUAL LIFE of NEW YORK RE-ENTERS CANADA

New Agency Offices Opened in VANCOUVER and WINNIPEG

With the recent opening of Agency Offices in Vancouver and Winnipeg, The Mutual Life Insurance Company of New York resumed new business activities in Canada, where it was first represented in 1847.

As a result of its earlier activities in Canada, The Mutual Life of New York still has \$32,000,000 of life insurance in force in the Dominion.

The recent move ultimately will afford present policyholders and the public an

opportunity for personal service by Mutual Life Underwriters, who are equipped to analyze life insurance needs in terms of our "Insured Income" Service.

In Canada, as in the United States, our objective will be the writing of quality business, placed through a corps of Mutual Life Career Underwriters . . . men who have had the benefit of sound, professional training, and who are adequately rewarded under The Mutual Lifetime Compensation Plan.

Our 2nd Century of Service

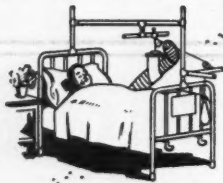
THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 Nassau Street, New York 5, N. Y.



Alexander E. Patterson, President



HEELS OVER HEAD!

HEELS OVER HEAD in bed, and head over heels in debt!

That's the way a mortgage borrower often finds himself when accident or illness put him on the sick list. For the bills—especially the monthly mortgage instalments—keep coming even when the income stops.

But you can keep your man on an even keel with Occidental's Optional Mortgage Redemption policy. It pays his monthly mortgage instalments when he is disabled—for life if necessary—and pays off the balance when he dies.

It's better to have buyers go head over heels for this policy than head over heels in debt for want of it.

OCCIDENTAL LIFE Insurance Company
of California ★ V. H. JENKINS, Senior Vice-President

"We pay lifetime renewals—they last as long as you do"

INCREASE YOUR SALES COMPLETE INSURANCE PROTECTION FOR YOUR POLICYHOLDERS

Life

Including Juvenile — Family Group — Retirement Bonds
Accident — Health — Hospitalization
Lifetime Disability Coverage

AGENCY OPENINGS IN

Calif., Ill., Ind., Kans., Mich., Mo., Neb., N. J., N. D., Ohio,
Wis. and Wyo.

NORTH AMERICAN LIFE INSURANCE COMPANY OF CHICAGO

C. G. Ashbrook, Vice Pres.-Supt. of Agencies
North American Building, Chicago 3, Illinois

Special Meetings of Agency Staff Aid as Morale Boosters

NEW YORK—Special meetings to familiarize the office staff with the overall operations of the agency, raise the morale of the whole office and in addition promote public relations for the agency, John A. McNulty, manager of Prudential in New York City, has found. About twice a year he meets with the agency employees and discusses with them the importance of their various jobs.

For example, to the telephone operator he emphasizes the importance of courtesy, accuracy, and prompt delivery of messages, emphasizing not only the good will created but the amount of business she may bring the agency through her courtesy.

Courtesy Helps Sales

To employees who meet the public he also stresses good will and points out that new insurance is often bought because of the way the policyholder is received when he pays his premium in person in the office. Mr. McNulty tells these people, that their courtesy to a \$1,000 policyholder today may result in a \$50,000 policy being sold tomorrow. With those employees who do not meet the public, Mr. McNulty stresses the importance of the work they do and the service they render. As an example of this he tells the girls who prepare programs for prospects that their work is of utmost importance in assisting the agent who leaves the office with that program and sells the prospect. He is now working on a plan whereby each one of these girls will learn from the agent when a prospect whose program she has prepared has been sold.

O'Mahoney Explains Stand

Senator O'Mahoney, Wyoming, has made known what impelled him to stop Senate consideration when the Guertin legislation came up for approval on the unanimous consent calendar. O'Mahoney stated that he had not found that the bill is objectionable but that he felt the full Senate had not provided itself an opportunity to hear possible objections to the measure. He said that no opponent of the bill had induced him to put over consideration until next year, but he declared that he was mindful of the fact that Gov. Dewey had vetoed the first Guertin bill that was passed by the New York legislature.

President Truman has signed the so-called Kindleberger bill specifying that life insurance proceeds are payable to the estate of the policyholder if the beneficiary dies first.

Utz Agency Wins Trophy

The General American Life president's trophy for the three months ending June 30 has been awarded to the Sam T. Utz general agency, St. Joseph, Mo.

The award is made each quarter to the agency producing the largest percentage of increase in ordinary, group and accident and health premiums over the corresponding quarter of the previous year.

Wichita Managers' Stag

The Wichita General Agents & Managers Assn. is holding its annual summer stag picnic Aug. 11. President E. Ned Embry, Equitable Society, is in charge of arrangements.

New Retail Credit Office

A. A. Yunkers has been named manager of the new office at Eugene, Ore., for Retail Credit Co. The branch will service all southwestern Oregon counties.

Mr. Yunkers has been with Retail Credit for nine years, most recently as manager at Butte, Mont.

7,500 in GI Insurance Job Training

WASHINGTON—Nearly 7,500 former service men have been taking on-the-job training under the GI bill with the aim of becoming insurance salesmen, according to an estimate of veterans administration. That agency said its figures showed 7,430 GI's have been engaged in this activity, based on a sampling of records of 619,000 veterans enrolled in on-the-job training courses under the GI bill during last May. It was estimated at VA that 95% of the insurance trainees were taking life courses.

Phil Warth, who has handled VA press relations work in connection with National Service Life and other insurance matters, is joining Prudential's public relations staff at Newark, Aug. 13.

Blanchard Heads Exhibits Group for L. A. A. Meeting

L. R. Blanchard, manager of sales promotion for Union Mutual Life of Maine, has been appointed chairman of the exhibits committee for the annual meeting of the Life Insurance Advertisers Assn.

The convention this year will be at Chateau Frontenac, Quebec, Oct. 23-25. Exhibits are always a big feature of the advertisers' meetings.



L. R. Blanchard

Alcoa Takes Big Group

ALCOA, TENN.—Aluminum Co. of America is covering its 10,000 employees here with a group insurance coverage including life, sick and accident, disability, hospitalization and surgical benefits, all paid for by the company. Benefits of hospital and surgery insurance may be bought by the group at a low rate provided 75% of the employees agree to take it.

ORSON WELLS



NOT ONLY AN ACTOR...

But Director, Producer, and writer... a VARIETY of talents that make him an outstanding figure in the theatre, movies and radio.

VARIETY IS THE SPICE OF LIFE Insurance selling, too!

MULTIPLE LINES

LIFE AND ENDOWMENTS

Annual—Single Premium

SALARY SAVINGS

ANNUITIES

Annual—Single Premium

Immediate & Deferred

PENSION TRUSTS

GROUP

Comprehensive Coverage

ACCIDENT & HEALTH

Hospitalization

YOU'RE ALWAYS IN BUSINESS WITH

GENERAL AMERICAN LIFE
INSURANCE COMPANY
WALTER A. HEAD, Pres. ST. LOUIS, MO.

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Pension Plan Study Shows Smaller Bank Is Best Market

NEW YORK—Bank pension plans are the subject of a study prepared by Bankers Trust Co. of New York City. The report lists four methods of funding pension plans: Self-administered pension trust plan, supervised by the bank and usually with the bank as trustee; group annuity contract; individual policies; and group permanent.

The report breaks the funding of pension plans into three stages. During the first stage, prior to 1930, the pension trust method predominated. At that time the insurance companies had not fully developed the group annuity contracts. In the period from 1930 to 1942, new pension plans generally used insured methods, since material tax advantages prevailed in favor of the insured method until late in 1942. From that time on, banks with less than \$50 million deposits have generally followed the insured method, while larger banks have usually adopted pension trusts.

Since 1943, 129 pension plans have been adopted. Of these, 46% have been pension trusts, 22% have been group annuities, and 32% have been individual insurance or annuity policy plans.

Of 688 banks receiving questionnaires, 610 replied. Employee groups in these banks ranged from 35 to 12,000 and account for two-thirds of all bank employees. The bank plan fell into three types: 289 had formal pension plans, 290 had no formal pension plan, and 31 had profit-sharing retirement plans.

Smith Reports Gains by N. E. Mutual

President G. W. Smith of New England Mutual reports in his semi-annual message to directors that records for the first six months have exceeded all previous achievements, with paid business of \$150 million and insurance in force increased \$113 million to \$2,331,609,000. For the full 12 months ended June 30, new paid business amounted to \$275 millions, gain 32% over the same period a year ago, and gain of insurance in force was \$201 million.

He traced the company's remarkable growth through three previous decades and quoted figures for the comparable first six months periods as follows: 1917, new business paid for \$34,951,000, insurance in force \$360,772,000; 1927, new business paid for \$72,845,000, insurance in force \$986,103,000; 1937, new business paid for \$83,547,000, insurance in force \$1,439,300,000; 1947, new business paid for \$150,217,000, insurance in force \$2,331,609,000.

Notes Smaller Full Time Staff

He pointed out that the new business production in 1947, 80% greater than in the first half of 1937, was accomplished by a more highly trained and efficient field force containing 25% fewer full-time producers than were under contract 10 years ago.

Illustrating the sharp increase in responsibility falling upon the home office for investment of premium income and payments to policyholders alike, he showed that the average monthly premium income in 1947 of \$8,600,000 was eight times that of 1917, while the average monthly total of payments to policyholders, \$4 million, was nearly seven times greater than in 1917.

Reflecting the continuing good health of the nation, policyholder mortality in the first half of 1947, he disclosed, was 44.6% of expected, comparing with an average of 47.9% for the past 10 years.

Social Security Covers Aliens

If a client asks whether as an alien he is entitled to social security benefits the answer is "yes". Aliens living and working in covered employment in this country are treated on exactly the same

basis as American citizens, insofar as eligibility for old age and survivors benefits are concerned. They make the same contributions and have the same rights. Neither an alien nor an American citizen upon entitlement to benefits is required to reside in this country. Payments are mailed to beneficiaries wherever they reside.

Ohio Effective Dates

The bills enabling domestic life companies in Ohio to invest in bonds of federal or state governments or instru-

mentalities of either or in preferred stock of utility companies will go into effect Sept. 8 as will legislation to permit insurance companies to invest in certain foreign government bonds. The bills defining and regulating accident and health are effective Sept. 25.

Paging Mr. Northrop

Penn Mutual is searching for Charles N. Northrop, formerly of Lookout, Wyo., in an effort to pay him or his heirs the sum of \$1,000, the amount due on a policy which he took out April 10,

1890. Mr. Northrop, if alive, would have reached the age of 96 at which time the full face value of his policy would become payable. His wife, Mary L. Northrop, was named as beneficiary.

Buys Englewood Apartment

Mutual Benefit Life purchased a 60-family twin-garden apartment in Englewood, N. J. The unit includes 60 garages and two cottages and was completed in 1939. Purchase was made from a New York investor.

"Who says three women can't agree?"
ask these Denver Agent's wives.



MRS. PHYLLIS BOWMAN

MRS. BERNICE HARPER

MRS. DORIS MARIE COGIL



C. F. Bowman



R. W. Harper



G. L. Cogil

"Bo and I frequently jest about our 'pre-nuptial contract'. Like most engaged couples we discussed our ideas for budgeting household expenses. Bo insisted that the only budgeting he was interested in was setting his self-imposed monthly sales quota. If he attained that each month he was certain that his income would more than suffice to meet expenses and contribute a tidy sum to our savings. I was equally definite in saying that if his plan didn't work we'd have a budget pronto. Maybe I was easy to sell. I've never regretted 'buying' his plan. With the Organized Sales Presentations he uses, Bo has more than fulfilled the promise he made. He'll never hear a peep out of me about a budget."

(Mrs.) Phyllis Bowman

"I admit I had a feeling bordering on trepidation when Bob left his former work in 1937 and chose life insurance selling as a career instead. That my fears were unfounded was quickly proved. A period of training in the Company's Organized Sales Plans gave Bob the know-how. Add to this his natural bent toward working hard to achieve any goal he sets for himself and you have the answer to Bob's success as a life underwriter. The past ten years have been the most enjoyable and prosperous in our married life. I'm proud and happy that Bob is in the life insurance business."

(Mrs.) Bernice Harper

"During our courting days Glenn's enthusiasm for the life insurance business positively amazed me. Truly, I wondered whether other courtships had to survive such constant drumming on the same subject. I realize now that in a short period of time I, myself, became an ardent enthusiast. My real baptism came when we attended a company convention shortly after our marriage. There I saw the Organized Sales Plans explained and demonstrated, and heard first-hand reports of the results others were experiencing. That was seven years ago. There is no doubt in my mind why Glenn is so successful."

(Mrs.) Doris Marie Cogil

These popular members of the Denver Agency averaged three and one-half years service in the Army during World War II. During the twelve months immediately following their discharges from service their combined life insurance sales totaled over two million dollars of paid business. Every application written is the direct result of the use of the Company's Organized Sales Plans — plans exclusively used by many Minnesota Mutualites.

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY
Saint Paul 1, Minnesota

I want to know how the Denver boys do it. I may be interested.
No obligation to me, of course.

Name _____

Address _____

City _____ Zone _____ State _____

The Minnesota Mutual Life Insurance Company
ORGANIZED 1880
SAINT PAUL 1, MINNESOTA

EDITORIAL COMMENT

Economics Society Proves Worth

An institution that has proved its worth—and that, as it turns out, was set up in good time is Insurance Economics Society. When this project was first considered, a good many had misgivings, fearing that it might do more harm than good; that its motives might be impugned by the opposition and the insurance influence in the field of social legislation actually weakened. At that time, of course, the political atmosphere was socialistically surcharged, and some felt that the causes for which Insurance Economics Society were expected to crusade might more successfully be advanced with an attack that was less frontal.

However, the wisdom of those who conceived the society is now apparent. E. H. O'Connor, the director, has developed an encyclopedic knowledge of facts, issues, trends, personalities and political aspects of operations of state

and federal social benefit plans and proposals. He has a vast amount of material at the tip of his tongue. He is a fighter and his attack is always based on knowledge. He has not relied on stereotyped free enterprise bugle calls, but has gotten to the bottom of things. With his own people he has undoubtedly curbed impulses to take an injudicious or short-sighted stand. He has not been a blind standpatter.

Insurance Economics Society has become a storehouse of information in the realm of state insurance developments and proposals. The work that has been done here has enabled the industry to put its best foot forward legislatively and in public relations activity. The whole problem in its larger aspects and in minute detail has been illuminated by Insurance Economics Society. It fully deserves the right to the word "Economics" in its title.

Dealing With Insurance Commissioners

A state insurance commissioner in making some observations stated that he seldom had any difficulty with insurance men, organizations or companies that dealt fairly with him, did not try to gloss over a situation, cover something up or keep him in ignorance of the real condition. He asserted that he would go a long way with anyone who was open and above board and did not try to deceive him. Sometimes a company might be in temporary difficulty of some sort and with proper cooperation it could ride out of its situation. However if a commissioner was suspicious of a company it might have great difficulty in setting itself aright. The commissioner said that he felt it is of prime importance that all dealing with his office adopt the open hand plan so that there would be no secrets, nothing covered up, and nothing to hide.

When such a situation is found, it is far more easy to make adjustments,

clear the roads and be true to the public. This commissioner regretted when a company would send a lawyer to his office when the question involved had no legal aspects. The lawyer is sent because the company feels that some pressure or particular influence has to be used. The moment a lawyer appears in his office, according to this official, when there is no legal feature, immediately he begins to be suspicious himself and sends for his own lawyer. Much more can be accomplished, according to this commissioner, by an official of a company coming without legal escort and dealing directly.

He said that companies not licensed in a state often felt that it was necessary to hunt up some political attorney or one who would bring much influence to bear. This he claimed is a false position to take. Companies that get into trouble with the state insurance department, he avers, are those that try to keep the commissioner in the dark.

Can We Still Improve Training Methods

Much has been accomplished in the life insurance field especially during the last 10 years in bringing to the front educational and training material so that producers have been much more efficient and enlightened in connection with their work. They have been able to diagnose the needs of prospects and offer programs that were intelligent and very sat-

isfactory. Companies themselves have felt responsibility in attempting to do something for their own agents along these lines that was worthwhile. Many have adopted some sort of a training educational course. Independent publishers and life insurance service institutions have done a remarkable piece of work in furnishing educational and

training information. Notwithstanding the splendid efforts that have been made there is still plenty to be done and many officials say that we are still in what might be called the primary department.

We, of course, must differentiate between education and training. Some life insurance producers may have an unusual amount of education. They have attended life insurance schools probably conducted by their own company. They have read very much and in many cases they lack training.

Where and how should this training and educational work be done? Should a company plan a method of its own and have a school at the head office where practical training is given? Should every company have what is called an educator and then again a man who can put into

effect the practical work that should follow the school tenure? If the companies themselves do not desire to pursue this course, should the managers or general agents adopt their own systems? Should there be regional schools? Practical men who have been a real success in life insurance feel that perhaps educational methods have not received practical applications. There are many features in insurance field work that the experienced man can give that are worthwhile. Some life insurance men find it highly desirable for them to accompany a successful field man and in their rounds pick up practical points. In connection, therefore, with the education and training given by specialists it might be very helpful to have some lessons from the men who are making a success in selling.

PERSONAL SIDE OF THE BUSINESS

Among those attending a conference in Spain on **catastrophe hazards** that was being conducted by Senor Ruiz de Ruiz, are Professor Ralph Blanchard of Columbia University, William Delaney, re-insurance broker of New York, and Mr. Wollner of Lincoln National Life.

W. T. Cline, partner in the Conkling, Price & Webb general agency of Chicago and Life Associates, Inc., got a hole-in-one the other day while taking part in the Hi Jinks invitational tournament at Edgewater Golf Club, Chicago. He scored this feat on a 165-yard hole, par three.

Howard E. Wharton, assistant comptroller at the home office of Mutual Benefit Life, completed 40 years' service with the company on Aug. 5.

John A. Stevenson, president of Penn Mutual, has been elected to the board of the reorganized Pullman Co.

Mr. Stevenson completed a three-week sojourn in California and returned to the home office. He was one of the featured speakers at the Stanford educational conference held at Bohemian Grove, north of San Francisco, participated in the general discussions and received wide publicity for his opinions and remarks regarding present day educational and economic conditions.

He attended a joint agency meeting of the San Francisco and Oakland agencies, where educational and training films were featured, and discussed conditions confronting the business. The meeting was conducted by Albert F. Randolph, director of advertising and sales promotion for the company, who is spending an indefinite period in San Francisco assisting the two agencies.

Commissioner John J. Holmes of Montana recently was in government hospital at Fort Harrison on an operation. He is convalescing at his home at Helena.

Lynn Van Zandt, district manager at La Crosse, Wis., for Equitable Society, was guest at a testimonial dinner in honor of 20 years' service with the company. Lee Wandling, of Milwaukee,

agency manager for Wisconsin, presented him a pen and pencil set, and Mr. Van Zandt was commended by Moses W. Smith, district manager at Madison; Charles Ristow, Black River Falls; associate in the La Crosse office who represented the agency force, and Joseph Quillin, district manager at Brownsville, Minn.

Samuel Yacker, Equitable Society, Chicago, has been awarded the Chartered Property & Casualty Underwriters designation. Mr. Yacker is a C.L.U., and his latest achievement gives him top awards in both life and fire and casualty underwriting fields.

Matthew J. Lauer, New York general agent for Continental American Life and **Robert Kruh**, agent for that company at Newark, have qualified for the 1947 Million Dollar Round Table. Mr. Lauer's entire insurance career has been with Continental American. He joined the company in 1932 and has been a consistent production leader as well as agency operator. His agency this year is leading all units of Continental American in new business production on a club credit basis.

Mr. Kruh has been in the business 21 years and has been with Continental American since 1923. He has had many company honors.

Francis Low, assistant superintendent of agencies of Home Life of New York, visited in Richmond, Va., last week on a business trip. J. C. Bristow, general agent there was host. He is celebrating 38 years' service with the company in that capacity.

Miss Helen R. Handy, daughter of Bolling H. Handy, president of Old Dominion Life, Roanoke, Va., was married Aug. 2 to John J. Kelly, III, of Big Stone Gap, Va. Included in the list of guests was Gen. Thomas T. Handy of Washington, uncle of the bride. General Handy was assistant chief of staff at Washington during the war under General George C. Marshall, now Secretary of State.

C. R. McGinnis, special representative of Ohio State Life at Gallipolis, O., has been awarded a citation by the Red

THE NATIONAL UNDERWRITER

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Cross in appreciation of services as 1947 fund chairman there.

H. Clay Evans Johnson, president Interstate Life & Accident, Chattanooga, has been elected president of the Hamilton County Memorial Hospital Assn. and has established an office to campaign for building funds.

Twenty-five home office employees of **Business Men's Assurance** who successfully passed the Life Office Management Assn. examinations were honored guests at a luncheon. Hosts were Chairman W. T. Grant, Vice-Chairman J. H. Torrance, Vice-presidents L. D. Ramsey and R. R. Haffner, Secretary I. H. Wagner, Personnel Director B. V. Alton, Daisy Baker, librarian, and Miss Dorothy Herrin of the actuarial department.

Tom Strange, Jr., the son of T. W. Strange, manager of Ohio National at Cincinnati, won the Cincinnati metropolitan junior golf championship at Ridge-wood Country Club. A junior at Withrow high school, aged 16, Tom went to the finals last year, but was defeated in the final match.

A son, **Ross B. Gordon, Jr.**, has been born to the wife of **Ross B. Gordon**, vice-president of State Mutual Life.

Harry J. Wuensch, for several years with Mutual Benefit Life at the home office and more recently director of the veterans financial advisory service for the Newark Clearing House, has been appointed manager of the consumer credit department of the Bank of Commerce at Newark.

DEATHS

William F. Kauffung, 65, who completed 27 years with Metropolitan Life in Milwaukee as agent, was stricken at a dinner given by the staff in his honor near Cedarburg, Wis. He suffered a heart attack shortly after eating and died that night.

Solomon Rothschild, chairman of Sun Life of Baltimore, died Saturday at Union Memorial Hospital, Baltimore, at the age of 86.

Mr. Rothschild came to this country from Erksdorf, Germany, at the age of 14.

Sun Life was founded in 1890 by Moses Rothschild, brother of Solomon, and C. F. Diehl, and was first known as Immediate Benefit Life. Solomon Rothschild joined the organization in 1897 as vice-president and later became board chairman. His main interest throughout the years had been agency work.

Mr. Rothschild was noted in Baltimore for his charity.

One son of Solomon Rothschild is S. Z. Rothschild, who succeeded Moses Rothschild in the presidency in 1939. Another son, Randolph Rothschild, is secretary of Sun Life. A third son, Felix, was vice-president and superintendent of agents until retired Dec. 31, 1946.

Funeral services were held at the home with burial in Baltimore Hebrew Congregational Cemetery.

David Freiburger, 69, vice-president and director of Eastern Life, died in New York City.

John H. Upton, 85, of Los Angeles, retired actuary, died at his home there following a stroke of apoplexy. The previous day he and Mrs. Upton celebrated their 59th wedding anniversary.

He began his insurance career in 1901 as an agent of Connecticut Mutual Life at Wichita. In 1904 he joined the Kansas insurance department as examiner;

in 1908 he went with Great Western Life at Kansas City; 1908, Great American Life, St. Louis. In 1916 he helped form Idaho State Life. He became examiner for the Colorado department in 1912, actuary of Capitol Life of Denver in 1915, secretary-actuary for Two Republics Life of Texas in 1919.

He went to Los Angeles in 1925 and in 1926 went with Sunset Mutual Life. In 1928 he assisted in merger of Western Mutual with Occidental Life and in 1929 joined Unity Mutual Life & Accident in an advisory capacity, becoming actuary in 1939. He held that position until retirement in 1944. He was one of the founders and a charter member of Actuarial Club of the Pacific Coast States.

His friends in the Actuarial Clubs of the Pacific Coast States and of Los Angeles tendered him a testimonial dinner on his 85th birthday in February.

W. R. Cubbon, 76, died in Cleveland. He was supreme vice-president of Protected Home Circle.

Mrs. Minnie Page of Los Angeles, 74, widow of the late George H. Page, general agent for California-Western States Life and mother of Gerald W. Page of Scott & Co., general agents, died at her home there.

Three Field Changes for Metropolitan

Marvin J. Elsea, divisional supervisor for Metropolitan in the southwestern territory, have been appointed manager at Sedalia, Mo. He succeeds Thomas C. Keenan, who is being transferred to Oklahoma City.

Mr. Elsea joined Metropolitan in 1933 at Moberly and was promoted to assistant manager in the same district two years later. In 1937 he was transferred to the southwestern territory and served as agency sales instructor, field training supervisor, and divisional supervisor until his recent assignment.

Mr. Kennan joined Metropolitan in 1927 in Fort Smith, Ark. Three years later he was promoted to assistant manager at Enid, Okla., and in 1937 he became agency field instructor in the southwestern territory, and later territorial supervisor. He was promoted to manager in 1946.

Lawrence J. Polizzi, manager at Mobile, Ala., has been transferred to New Orleans, La., succeeding C. D. Willard, who has retired under the company's retirement program.

Mr. Polizzi began his Metropolitan career in New Orleans in 1919, becoming assistant manager three years later. In 1936 he was assigned to the southern territory as agency sales instructor, and in 1937 returned to New Orleans as assistant manager. He was promoted in 1940 to manager.

Tharin a Millionaire

Theodore S. Tharin of the Clyde Sisson general agency at Columbia, S. C., representing Aetna Life, has qualified for the Million Dollar Round Table with production of \$1,017,015. His record was achieved on 89 lives with an average case of \$12,800.

Mr. Tharin is manager of the estate planning department of the Sisson agency.

Joseph W. Goldberg recently was elected president of the Camden (N. J.) Insurance Agents Assn. He is general agent there for Girard Life.

THE GRAVY TRAIN'S LAST RUN

It was fun while it lasted, the easy money era.

But a lot of thoughtful people have decided that, on a train that takes you on prosperous and lets you off broke at the end of the line, one trip is enough.

So we are encouraging our field men to get back to fundamentals . . . good old prospecting, . . . good old programming, . . . and selling for needs, . . . and withal, a fuller and better service to policyholders.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



In the West it's
WEST COAST LIFE
INSURANCE COMPANY
HOME OFFICE • SAN FRANCISCO



MODERN PROTECTION NEEDS

It is the pleasurable duty and obligation of all life insurance companies to keep abreast of the times. The Ohio National Life Insurance Company weighs its responsibility against the demands that the present and future will place upon American living and presents three modern policies designed to meet the contingencies of everyday life:

Modified Three and Modified Five — These policies are so designed as to give low cost permanent protection when it is needed most. They are nicely adapted for Business Insurance purposes, Mortgage Protection, Clean-Up Fund.

Select Economy — This policy combines low cost term to Age 65 with generous conversion privileges that make permanent insurance available.

With these three policies added to a rate book already serving its agents, their prospects and policyholders, with modern, up-to-date life insurance protection, The Ohio National faces the present and future with confidence and pride.

THE OHIO NATIONAL
LIFE INSURANCE COMPANY

CINCINNATI, OHIO



Your BIGGEST and BEST MARKET



The birth rate for 1946 reached a new high and 1947 is expected to even surpass this record. Life underwriters can render a lasting service to these future citizens and at the same time increase their own income by selling our attractive
JUVENILE POLICY

For particulars and sample folder write to
WM. D. HALLER, Vice President and Agency Manager



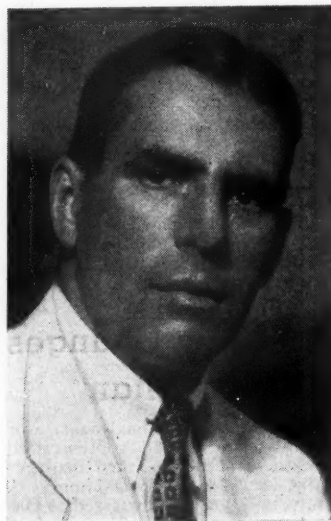
UNITED
LIFE AND ACCIDENT
INSURANCE COMPANY

Concord, New Hampshire

AMONG COMPANY MEN

Jefferson Standard Advances Two at Home Office

Vice-presidents J. M. Bryan and C. E. Leak of Jefferson Standard have been elected first vice-president and executive



J. M. Bryan

vice-president respectively. These are newly created offices.

Mr. Bryan joined Jefferson Standard in 1931 as secretary, becoming vice-

and is now in general use. He also worked with the men who developed a quick quantitative test for sugar. In collaboration with Dr. Harry Ungerleider he developed a table for the measurement of the heart size from chest X-rays. This table is now in use throughout the country.

Dr. Clark attended the University of Indiana and upon graduation in 1901 went to Rush Medical School. He joined Mutual Benefit as an examiner in Chicago and in 1916 was appointed assistant medical director and 12 years later was named medical director.

Lincoln National Names Group Manager on Coast

William A. Ralston has been appointed regional group manager of Lincoln National Life with headquarters at Los Angeles.

Mr. Ralston became affiliated with Lincoln National in February, 1946, and since that time he has participated in a comprehensive home office training program which included considerable field work. Prior to his affiliation with the company he served for more than four years as a pilot in the army air forces. He attended Montana State College.



W. A. Ralston

J. Ross Adams Named Nat'l. Guardian Actuary

National Guardian Life has elected J. Ross Adams as actuary. Since 1933 Mr. Adams has been in the actuarial department of Metropolitan.

He is a graduate of William Jewell College and an associate of Actuarial Society of America and American Institute of Actuaries. Mr. Adams has done graduate work at the University of Iowa. He will join National Guardian on Aug. 15.



J. Ross Adams

Munnerlyn and Faulkner American General Changes

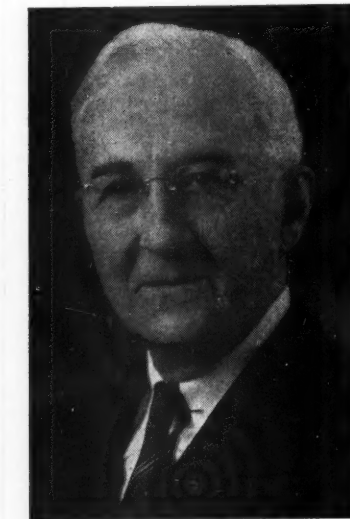
Ford Munnerlyn, manager at College Station, Tex., for American General Life, has been named vice-president and agency director at the home office, succeeding Davis Faulkner, who becomes vice-president in charge of insurance operations.

Mr. Munnerlyn is a graduate of Texas A. & M. college and resigned as a professor there to join American General in 1938. As manager at College Station, he increased his agency's insurance in force from \$2 million to \$10 million.

Mr. Faulkner was the first employee of American General. He has been assistant secretary, secretary, agency director and vice-president. He is a graduate of the University of Texas.

Three Employees Retire

Three employees in the home office of Mutual Benefit Life have retired from active service. They are Jeannette C. Bruestle, renewal department, who has been with the company since 1910, Rudolph Van Erde, with the company



C. E. LEAK

president in 1936. Mr. Leak joined the company in 1911. In 1931 he was elected secretary, and the following year vice-president. Messrs. Bryan and Leak are members of the executive committee and the board of directors.

Clark, Mutual Benefit Medical Chief and Researcher, Retires

Dr. Charles P. Clark, 68, medical director of Mutual Benefit Life for 31 years, has retired.

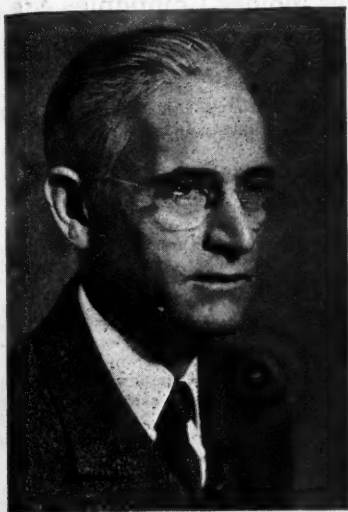
Dr. Clark has made important contributions to the technique of medical selection. On the basis of 10,000 test applications he determined the relationship between build measurements and weight and developed a table which enables the underwriter to detect inaccuracies as to weight, which is used extensively by many companies.

Through his efforts a quantitative test for albumin was made available

since 1933, and Dorsay Richardson, with the company since 1927, both of the building department. Their associates presented them suitable gifts.

W. C. Ellis, Franklin Natl. Founder, Retires for Health

W. Caswell Ellis has retired because of ill health as vice-president, secretary and director of Franklin National Life.



W. CASWELL ELLIS

After attending Wake Forest College, Mr. Ellis joined Southeastern Life in South Carolina in 1912. He became a supervisor and went with the home office agency department of Guardian Life as assistant to the superintendent of agencies and then an inspector of agencies. He rejoined Southeastern Life in 1921 as agency manager, becoming vice-president and agency manager and a director. In 1935 he helped organize Franklin National and has held his present post since that time. He is a former secretary of the Industrial Insurers Conference.

Hogan Heads Metropolitan Farm Mortgage Division

Damian J. Hogan, mortgage field man at Carroll, Ia., has been appointed manager of the farm mortgage division of Metropolitan. Mr. Hogan joined the farm mortgage division in 1939. A native of Corning, Ia., Mr. Hogan graduated from the University of South Dakota law school and was with the Federal Land Bank at Omaha before going with Metropolitan.

Equitable Society Buys

Equitable Society has purchased two

pieces of property from the American Machine and Foundry Co. in a \$2,850,000 transaction. American Machine and Foundry Co. will continue to operate both properties under a 23-year lease with the option of renewal for four 10-year periods. One of the plants, in Brooklyn, is assessed at \$1,350,000. It is used for the manufacture of packaging machines. The other plant is in Cheektawaga, N. Y., just outside of Buffalo.

ASSOCIATIONS

San Jose Assn. Frolics; New Committee Heads

With plenty of prizes for golf, horse-shoes and other games, the annual stag fun outing of the San Jose (Calif.) Life Underwriters Assn. was held at the La Rinconada Country Club, Los Gatos. It brought out the largest attendance since the event was initiated. After the games was distribution of the prizes and a buffet dinner.

Committee chairmen have been appointed by President Lester J. Johnson. They are: Program, Robert M. Slater; membership, Kenneth J. Newfarmer; attendance, J. G. Wiens; publicity, Frank R. Prior; public relations, John M. O'Keefe; budget, Tevis M. Trimble; agent education, Byron A. Moore; veterans affairs, J. Robert Cole; conservation, W. J. Fuller; legislative, David R. Pender; business practice, Earle V. Shipley; life insurance and public education, Dale W. Hanson; educational films, Victor N. Schimp. Harold A. Osborne, past president, is national committeeman.

St. Petersburg, Fla.—W. H. Holman has been installed as president. W. R. Streeter is vice-president and W. J. Schueb, secretary.

Eau Claire, Wis. (Chippewa Valley)—At the annual outing and dinner at Hillcrest Country Club near Eau Claire, the following new officers were installed: Fred Scott, president; Arnold Reseld, vice-president; T. L. Litsheim, secretary; A. L. Martinson, treasurer; George Holgate, Fred Thoerner, and Cy Manix, directors.

Hastings, Neb.—Voted unanimously to endorse Robert A. Wiley, New York Life, Omaha, for trustee of the National Assn. of Life Underwriters.

Albany, Ga.—Jason Bannister has been elected president, B. P. Atkins, vice-president, and Parmalee Ward, secretary.

Northern New Jersey—Saul Vort, president, appointed a number of committee chairmen: Programming and planning, H. O. Rasmussen, Penn Mutual; Quarter Million Dollar Club, F. H. Jannuzzi, Fidelity Mutual; veterans' affairs, G. E. Griscom, Provident Mutual; educational, C. W. Mercer, Massachusetts Mutual; finance and budget, Herbert Marshall, Jr., Berkshire; legislative, F. A. Ditmars, Massa-



BUSINESS "NOT-IN-FORCE"

More than 77,000,000 Americans now own over \$176,000,000,000 of life insurance. Yet, more important than the "in-force" figure is the "not-in-force" figure—the billions of dollars of protection which *should* be on the books of life insurance companies, but which have not as yet been solicited.

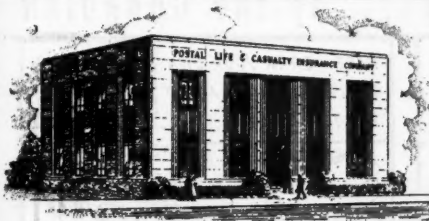
That great volume of unwritten business is a real challenge to the life insurance salesmen of America.

To aid its representatives in meeting this challenge, The Union Central supports them with the most modern sales training methods . . . the most salable policy contracts . . . the most usable sales helps . . . and the full power and prestige it has gained through 80 years of experience in providing financial protection and security for the families of America.



Eightieth Anniversary Year

THE Union Central LIFE INSURANCE CO.
CINCINNATI, OHIO



We are Growing

AND SPREADING OUT—

As a result of the progress Postal Life & Casualty has made, we can offer real opportunities for men who are looking for a chance to develop their own agencies.

POSTAL LIFE & CASUALTY INSURANCE COMPANY

4727 WYANDOTTE STREET

KANSAS CITY 2, MISSOURI

FIDELITY

THE COMPANY BACK OF THE CONTRACT



TIMING DEMANDS BALANCE

THE delicate mechanism of a watch is the supreme achievement of the watchmaker in the design and selection of parts that will accurately measure the day's passing. No matter the size of the timepiece, each spring and cog must aid and complement its fellows in the maintenance of accuracy.

So it is with a life insurance institution. Prestige-assuring size, an inclusive portfolio of policy plans, a sound selection of investments, and a continuing record of growth, must be combined with many other qualities to insure a well-balanced company.

Fidelity is a well-balanced company.



The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA

chusetts Mutual; national quality award, Miss Lorraine E. Groell, Lincoln National. The executive committee will meet Sept. 4.

COMPANIES

Skoglund Speaks at Corner Stone Laying Ceremony

MINNEAPOLIS—President H. P. Skoglund of North American Life & Casualty, speaking at the laying of the cornerstone of the new home office building, predicted that functional efficiency of the new plant will insure a step-up of close to 100% in overall output of the home office, and described it as the most up-to-date and efficient home office building in the nation, regardless of size of company. The building when completed will represent an investment of close to \$1,500,000.

He reviewed growth of the company from organization April 17, 1896.

Others taking part in the cornerstone laying were C. J. Hoigaard, chairman of the board; P. G. Erickson, secretary; B. H. Odell, vice-president; F. J. Huch, treasurer; H. C. Dunkley, actuary; J. E. Scholefield, director of agencies; Gertrude Swanson, assistant secretary, and Edward J. LeClair, manager St. Paul office. All deposited documents of various kinds in the cornerstone.

Berkshire Life Assets Pass \$100 Million Mark

Berkshire Life's assets have reached \$100,523,914, and have almost doubled in the past 10 years. Income from premiums and investments for the first six months increased \$523,000.

New insurance paid for the first six months was \$18,064,000 and the total in force is about \$310 million. The company loaned \$5,068,000 on mortgages the first six months, \$2 million for business loans and approximately \$3 million into housing. Loans of \$2,313,000 were made to 390 veterans for home purchases.

Citizens L. & C. Financing Now Is Complete

Victor F. Pettric, president of Citizens Underwriting Corp., formed last year to organize and operate a new life company, has reported that financing of Citizens Life & Casualty has been completed. Its home office will be in Los Angeles.

Mr. Pettric said he expects the new company to start operations in the near

future with an experimental insurance personnel. He is the president and his associates are William A. Munster, vice-president; Anderson B. Crowe, secretary-treasurer; F. H. Breen, Dr. C. G. Sutherland and P. J. Kennedy, directors.

The new company received a permit last month to sell 20,000 shares of stock, par value \$10, at \$20 a share to realize \$400,000 to qualify in capital and surplus for a legal reserve life company.

Des Moines Companies Are Denied Tax Relief

DES MOINES—The board of review rejected protests of four Des Moines life companies against \$75,332 personal property taxes.

They paid the tax in 1946 on over \$15 million in preferred stocks which they claimed were exempt from taxation under a law passed by the 1945 legislature.

Equitable Life of Iowa had the largest amount of preferred stock, paying \$51,813. The company contended the stocks were "monies and credits" and could be deducted from company indebtedness. The city assessor's office held the stocks were personal property and subject to a five mills tax.

The other three companies and taxes paid under protest were Bankers Life of Iowa, \$15,612 tax; National Life of Iowa, \$1,252 tax, and the Central Life of Iowa, \$6,653 tax.

Jefferson Standard to Begin Retirement Plan

Jefferson Standard Life has announced a retirement plan for home and branch office employees and for agents, to become effective Jan. 1, 1948. The plan will be contributory and benefits will be based on length of service and earnings. The plan contemplates retirement at age 65.

The company has voted a dividend of 30 cents per share on capital stock, payable July 31 to stockholders of record July 28.

Coastal Plain Life Starts

Coastal Plain Life of Rocky Mount, N. C., was chartered July 28 with authorized capital stock \$250,000, of which \$100,000 was subscribed by W. C. Woodward, J. C. Gardner and R. Wimberly, all of Rocky Mount.

Makes Loan Office Changes

Allan C. Livingston, who for the past 10 years has been assistant manager of Prudential's northern California mortgage loan branch at San Francisco, has been named manager of that

ADVENTURES OF JOHNNY GRAPH-ESTATE THE CASE OF THE MAN WHO KNEW TOO MUCH ... by the GUARDIAN



LIFE AGENCY CHANGES

office. He replaces Henry A. Stone-lake who resigned to enter business for himself.

Frank J. Miller, who has been chief clerk in the mortgage loan branch office at San Francisco, has been promoted to assistant manager at Memphis.

Prudential has opened a mortgage loan office in the Maritime building, New Orleans, under the direction of Eugene K. Garber, supervising appraiser.

Republic National Opens Reinsurance Division

Republic National has established a reinsurance division headed by Joe E. Brice, reinsurance secretary. The company now offers the only facilities for reinsurance in the southwest. Both standard and substandard business are handled.

Mr. Brice has spent more than 25 years with Retail Credit from which he retired as Dallas manager.

Westland in Own Building

Westland Life of San Francisco has moved the home office into its own building at 600 Sutter street, where more commodious facilities are available. The company, which is showing consistent, substantial growth, long has suffered from overcrowding in the old quarters. The building where the home office now is located was used by the Red Cross during the war. It has been completely renovated and refurbished.

New Company in N. C.

A charter has been issued to Coastal Plain Life, Rocky Mount, N. C., which has authorized capital of \$250,000, with \$100,000 subscribed by William C. Woodward, James C. Gardner and R. Wimberley, all of Rocky Mount.

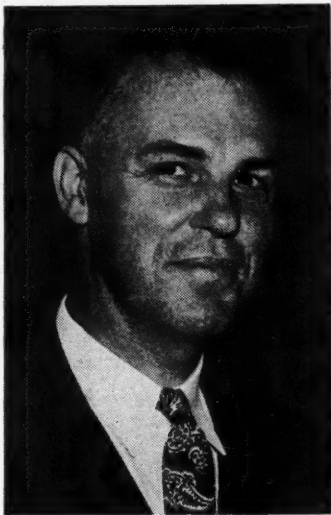
Mr. Woodward is general agent there of Atlantic Life. Mr. Wimberley is a member of the agency of Wimberley & Gregory, which represents Atlantic and Northwestern Mutual Life, in addition to a number of fire and casualty companies.

Puts Ban on Married Women

On and after Oct. 1, the ban on married women employed will be resumed by Prudential, but women married before that time will be excepted. The draft took many male employees and prior to the war no married women were accepted, but during the war many women married and held their positions. The new rule is that on and after Oct. 1, a woman employee who marries forfeits her employment with the company.

General American Names Ogilvie in California

Allen H. Ogilvie has been appointed field supervisor in California for General



A. H. Ogilvie

American Life, with headquarters at Long Beach.

Mr. Ogilvie started in the insurance business in 1925 while a student at University of Michigan. From 1928 to 1932, he was general agent in Kentucky and Michigan for Kansas City Life, and in the latter year was named state general agent in Michigan. He has held every office in the Lansing General Agents & Managers Assn. During the war, Mr. Ogilvie was a lieutenant colonel in the army air forces. He is a C.L.U.

Cooper Supervisor at Iola

Charles Cooper, Iola, Kan., representative of B.M.A., has been promoted to district supervisor by State Manager B. A. Hedges. Cooper, who is celebrating his second anniversary with B.M.A., is leading the state in both lives written and premiums. In his first two years he paid for 363 cases in all lines and \$910,000 life volume and 21 group cases of \$19,200 premium in addition to a good accident and health volume.

Mr. Hedges reports the Kansas agency reached a new all-time high in

July, with a gain of 24% over July, 1946, and a 19% gain for the year so far.

Prudential Names Cohen in New Lowell, Mass., Agency

Prudential has opened a new agency at Lowell, Mass., with William Cohen, formerly assistant manager at Boston, as manager. The new office will be known as the Lowell agency and will be independent of the district office in the Chalfoux building.

Mr. Cohen started in the business upon graduation from Mt. St. Mary's College in 1927, joining Prudential at Boston in 1943. He became assistant manager the following year.

Curtis Spokane Manager; Lenoue Goes with B. M. A.

Edward L. Curtis of the Standard Insurance Co. of Portland, Ore. is going to Spokane as manager of the Spokane office, succeeding Bernard L. Lenoue. Mr. Lenoue is leaving Standard to become connected with Business Men's Assurance at Spokane.

Blake Resigns in Okla. City

After more than five years' service, James P. Blake resigned as Oklahoma general agent for Lincoln National Life. He has just completed a year's term as secretary of the Oklahoma City Assn. of Life Underwriters. His successor has not been announced.

Myracle General Agent

Jesse T. Myracle, formerly associated with the Dallas branch of Manhattan Life, has been appointed general agent at Marshall, Tex.

Conway Lansing Manager

LANSING, MICH.—George F. Conway, Jr., has been named agency manager here for National Life of Canada with office in 400½ South Washington avenue.

CHICAGO

HOPE TO RETAIN OFFICE

The Chicago offices of the Illinois state government are soon to be moved into the Burnham building at 160 North La Salle street, which the state has purchased.

The insurance people hope that the state insurance department will not be compelled to move to that building. It is now located in the Board of Trade building which is in the center of what might be termed the insurance district. Owing to the number of agents, brokers and others engaged in the business, the location of the Chicago office of the department in the city is most important. Hundreds of callers a day go to that office to secure information, appear at hearings and make complaints, etc. The state insurance department itself has expressed the hope to Gov. Green that the Chicago office will not be disturbed. Insurance Director Parkinson goes to Chicago to hold hearings and to confer with different insurance people and groups.

BRAUN AGENCY OPEN HOUSE

The Braun Insurance Agency of Chicago held open house in its new quarters there which was attended by many brokers, agents and managers. The partners, Milton Braun and Paul J. Simmons, were the hosts and dispensed appetizers and refreshments. A distinguished visitor was Paul A. Parker, agency director in the home office of Old Line Life of Milwaukee, which the agency represents as general agent.

The new quarters are much larger than the old ones at 166 West Jackson

boulevard, where the agency has been located since it was formed about 10 years ago by Mr. Braun.

TARRANT GOES WITH PARSONS

Berrien Tarrant, who has been with Canada Life at Chicago for 10 years and was formerly branch manager for that company, has joined the Parsons agency of Mutual Benefit Life to specialize in employe benefit plans. He will be associated with E. W. Fenzau of that agency. Mr. Tarrant has been active in the employe benefit field for four years. Before joining Canada Life, Mr. Tarrant was assistant manager for Connecticut General at Chicago.

MANAGER NOT YET NAMED

Ohio National Life has made no appointment of Chicago manager since the death of Henry Royer. George Severance, a million dollar producer, is in temporary charge.

LIFE ASSOCIATES' PROGRESS

Life Associates, recently established general agency in the Insurance Exchange, Chicago, is making rapid progress. L. W. Zonsius and W. T. Cline, high officials of Conkling, Price & Webb, are at the masthead and J. J. Miller, vice-president, is operating manager. It stands first among Chicago agencies of Continental Assurance and is the leader of group insurance for Continental all over the country for this month. This is a multiple line organization as the producers seek to place all lines of insurance. All the casualty insurance and surety bonds are placed with Conkling, Price & Webb.



Sakaka-uea, the "Bird Woman," earned a place in history by guiding the Lewis & Clark Expedition of 1805 into the great northwest. Plagued by starvation, the dangers of the unexplored wilderness, rocky cliffs and rushing rivers, the Expedition successfully pushed westward with Sakaka-uea leading the way. Her remarkable ability as a guide, her courage and resourcefulness, gained the admiration of the explorers who described her heroic guidance in their journals.

Courageous Sakaka-uea symbolizes the dependable service we at Provident have given through the years. For three decades we have been able to guide more and more people to future security.

Through Provident's program of conservative, steady growth, based on sound, safe financial principles, our company today is ready to help still more people achieve the reliable future protection that every American longs for.

The PROVIDENT LIFE INSURANCE Company

Bismarck, N. Dak.

Western Office:
208 First Building
Portland, Oregon



Life Insurance Company of America





3 OF THE MANY FEATURES Which Recommend An Anico Career

- I. Remuneration scale outstanding by any standard of comparison.
- II. Continuous Service bonus — beginning when usual schedule terminates and continuing as long as premiums are paid. Granted to full-time representatives.
- III. Hospitalization and Surgical Benefits, available to full-time representatives.

ASK ANICO OR ANY ANICO
REPRESENTATIVE

OVER A BILLION *Now* \$1,500,000,000
INSURANCE IN FORCE

Write Vice President

American National
INSURANCE COMPANY

GALVESTON, TEXAS — W. L. Moody, Jr., President

WHICH WAY WILL THE WIND BLOW NEXT?

Life Assurance anticipates unexpected change . . . it
safeguards those endangered by unpredictable events.
Protect your family today by becoming a policyholder
in Canada's leading life assurance company.



NEW YORK

NEW SUPERVISOR FOR THORNE

Harold I. Travis has been appointed supervisor in the Raymond F. Thorne general agency of Berkshire Life in New York City.

Mr. Travis has been in the life business since 1941 and before that was with a New York City bank. During the war he was in the navy for two years.

SOCIETY COURSES OFFERED

Courses in preparation for the C.L.U. examinations will be offered by the Insurance Society of New York, this fall. The courses fall into four divisions:

Part A covers economics of life insurance, principles and practices, social security, premium computation and allied fields.

Part B covers government, economics and sociology in the proper setting of the entire life insurance picture.

Part C deals with law, trusts and taxes, commercial law, federal taxation, settlement options, the life insurance contract, wills and estates and business insurance.

Part D goes into the ramifications of corporation finance, money, banking, credit and investments.

The length of each course will be 60 hours, being 2 hours a week (from 3:30 to 5:30 p. m., for two semesters.

PRESENT REFINANCING PLANS

Three organizations have filed refinancing plans for the Equitable Office Building Corp. which controls the Equitable building at 120 Broadway, New York City. The building is now completely occupied and the annual rental gross is nearly \$3,750,000.

All plans call for a new capital stock issue. Under one the present mortgage of about \$15,583,000 held by Equitable Society would be retained. The second plan would place a new mortgage of \$18,000,000 with New York Life. The third plan would have Equitable Society reduce the present interest from 4.40% to 4% and supply a new \$2,500,000 second mortgage.

COAST

Reports Record Cal. Tax

LOS ANGELES—Commissioner Downey's June report to Governor Warren shows that the total amount of insurance taxes to be levied this year will be \$17,304,378 compared with \$14,468,298 assessed last year, an increase of 19.6%. The increase over last year is the largest increase in the history of the state, while the current tax of \$17,304,378.38 will be the largest insurance tax ever collected by California.

Goodwin Is Club Head

SEATTLE—R. H. Goodwin, who wrote more than \$1 million new paid-for life insurance last year for the third straight year, was elected president of the Tower Club of Northern Life by his top-ranking production. W. R. Rundell, San Diego, runner-up, became first vice-president, and C. L. Wallulis, Anchorage, Alaska, second vice-president.

Two Women Qualify

LOS ANGELES — Mrs. Esther Wynne and Miss Jess M. Chaney both of the southern California general agency of New York Life, have qualified for membership in the Women's Quarter Million Dollar Round Table. Both are top producers in the agency and are the only two women agents affiliated with New York Life in southern California who have qualified for the round table in the last 10 years.

Reports on Cal. Licenses

The California department in June issued 3,197 permanent licenses to

agents, brokers and solicitors and 1,497 temporary licenses. The largest group was life, 1,871 permanent and 541 temporary. There were 393 permanent fire and casualty licenses; 328 temporary; 284 permanent solicitors and 400 temporary; 121 permanent brokers' licenses; 104 permanent disability only licenses and 69 temporary. Others were joint firm life, inter-insurance agents, bail solicitors and limited travel agents.

RECORDS

PAN-AMERICAN—An increase of 12% is reported in paid for business during the first half of 1947 as compared to the same period of last year, excluding group, reinsurance and annuities.

MUTUAL BENEFIT LIFE—Business in force at June 30 totaled \$2,517,939,633 under 605,764 policies. Payments for the first six months were \$32,920,613, an increase of \$2,819,520 over the same period last year.

The first six months new business of \$101,208,678 was an increase of 22.6% over the first half of last year.

ACCIDENT

New Polio Rider Is Issued by Continental Casualty

Continental Casualty has issued a "five and dime" infantile paralysis rider with coverage up to \$1,500 for large and small groups of employees and dependents.

The rider pays up to \$1,500 for all polio-incurred expenses during the first two years of sickness in lieu of any other hospital-surgical-medical benefits. Monthly cost on the group plan is 3 cents for an employee or 10 cents for an employee and one or more dependents. On an individual basis, monthly rates are five cents for each adult, 10 cents for one or more children, 20 cents full family rate.

Benefits on an allocated basis include hospital room and board, drugs and medicine, iron lung and other equipment, physicians, nurses and transportation to hospital.

A 16% gain in accident and health paid premiums is reported by Pacific Mutual Life for the first seven months of 1947 as compared with last year.

Correct Stribling's Location

Harold Stribling, new general agent at San Francisco, covering northern California for State Mutual Life, was erroneously named as general agent at Oakland in the July 18 issue. Mr. Stribling has been at Oakland for California-Western States and Manhattan Life, but with State Mutual he will be located at San Francisco.

WANT ADS

A REAL OPPORTUNITY FOR GROUP MEN:

Territorial openings for competent group representatives with headquarters in Chicago, Washington, Philadelphia, St. Louis, Atlanta and other cities; attractive basic salary and territorial sales incentive bonuses paid; male college graduates with group selling experience preferred; give age, height, weight and other personal information, educational background and previous business connections; Kodak picture helpful; our organization knows of this. Box M-69, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED

Assistant Manager for a growing Southern California, Prudential (Ordinary) Agency. Qualifications: Integrity, ambition, sales and supervisory ability. Address M-84, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

Avoid "I Am" Atmosphere John H. Jamison Counsels

"Beware of developing an 'I am' atmosphere in your agency, for the essence of agency management is the development of men into successful career underwriters, and how well a manager does this job depends to a great extent on his concept of his own importance," John H. Jamison, general agent for Northwestern Mutual at Chicago, told members of the L. I. A. M. A. school in agency management at Chicago.



J. H. Jamison

In describing the growth of the Jamison & Phelps agency, whose production in 1946 totaled \$19,600,000, Mr. Jamison emphasized that the agency head "must feel a responsibility for the men whom he brings into the business." If a new man fails to make the grade, the agency head should take the responsibility of helping that man find a place in a field for which he is better fitted, Mr. Jamison declared. If this is done, such men can later be "some of our best cooperators and centers of influence," instead of men who feel that the life insurance industry has found them wanting and cast them aside.

Mr. Jamison stressed the relationship between the size of an agency's average renewal premium and the handling cost experienced. The larger the average premium, he pointed out, the smaller will be the number of items that must be handled and the lower the cost of handling. With a clear-cut, long-range objective of increasing the average size of policy, the Jamison & Phelps agency's current experience is that less than 3% of its volume consists of \$1,000 cases, as contrasted with 17% several years ago.

Neb. Council Seeks Repeal of Community Property Act

LINCOLN, NEB.—Repeal of the community property law passed by the recent legislature is asked by the state judicial council on the charge it has for its "avowed purpose" dishonesty. The council suggested calling a special session for the purpose, or that citizens by referendum petitions suspend the act which becomes effective Sept. 7. The act permits division of property between husband and wife for taxation purposes. The benefits resulting from the act are confined to those in higher brackets; it was not intended to correct any injustice in the present system of property rights, the council charges. Life insurance pro-

grams may be jeopardized, it says. When premiums are paid out of community property funds it will operate to create rights in and to the proceeds of insurance and upon the right to change beneficiaries, unknown to present law, the council claims. The act also invites disagreement and litigation between husband and wife over property rights; the cost and expense of administration of estates would be immeasurably increased; lending of money and extension of credit would be seriously affected and perhaps hampered; limitation of liability for debts created by husband and wife to property managed by each would require extensive investigation; rights of married women in husband's real estate would be rendered unstable and insecure, and increased litigation would result.

Prudentials' Chicago Forces Inaugurate New Plan

A joint meeting of the La Salle ordinary agency of A. Van Goldman and Sidney A. Kent agency, and the mortgage loan department of Prudential was held there to inaugurate the company's new insured home ownership plan in the Chicago area.

The meeting was conducted by Donald Hulmes, manager of the Great Lakes division of the mortgage loan department, and James Lynch, assistant to the general manager of the mortgage loan department of the home office, was a speaker.

The plan calls for a self-amortizing residential mortgage at 4% interest, plus a level premium life insurance policy, for the amount of the mortgage. A monthly payment covers interest, principal and insurance premium. The life insurance is written for an amount equal to the initial amount of mortgage. It provides full protection against the debt for the entire period and does not decrease as the mortgage reduces. Through guaranteed cash values and dividends, it builds a steadily increasing reserve fund which is available for unexpected contingencies or may be used to shorten the period of the mortgage.

Wichita Backs Moore for N.A.L.U. Trustee

Elmer C. Moore, New York Life, Wichita, life member Million Dollar Round Table, has been endorsed by the Wichita Assn. of Life Underwriters as a candidate for trustee of N.A.L.U.

He has been with New York Life since 1924, selling life insurance while attending Friends University of Wichita, from which he was graduated in 1926. He qualified for Nylic Club in 1927, Top Club in 1935, and has been a member of the latter club ever since.

Mr. Moore was president of the Wichita association in 1938, national committeeman 1943-1945, and he started the Wichita Cashiers division in 1938. He qualified for M.D.R.T. in 1942, 1944, 1945, 1946 and this year.

Tell N.F.C. Rally Theme

"Today's Challenge—Our Opportunity" is announced by Mrs. Clara B. Bender as the theme for the 1947 annual meeting of National Fraternal Congress at Detroit Sept. 28-Oct. 2.

As main speaker at the quadrennial convention of Lutheran Brotherhood at Minneapolis Mrs. Bender emphasized that fraternalists have the plan, the members and also the leaders to take advantage of today's economic and social challenges and turn them into opportunities.

"Fraternity signifies the hope of the world for a better life. There is a great need in the world for the fraternal services we have to offer. Responsibility to the unfortunate and kindness to others is being increasingly woven into the pattern of the American way of life. All this is the driving force that keeps fraternalists doing their best," Mrs. Bender said. She is secretary of Degree of Honor Protective and president of National Fraternal Congress.



1867
1947

On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 80 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

EQUITABLE
LIFE of IOWA

Founded in 1867 in Des Moines



A Message of Freedom

Life Insurance sustains and reinforces a democracy. It recognizes the importance of the individual and the sanctity of the home. It enables men to be self reliant and provide economic security for their families. It brings freedom from want, worry, and insecurity. It is an integral part of the American Way of Life.

Beneficial Underwriters are taking this message to the people of their communities.

BENEFICIAL LIFE
INSURANCE COMPANY

GEORGE ALBERT SMITH, President SALT LAKE CITY, UTAH

Bears and Bogiemen Don't Scare Us!

We are sometimes asked how we can afford to offer such outstanding bargains in insurance and annuities. The answer is easy—we are of modest size and our investment problems are relatively minor. We are not afraid of the future, bears or bogiemen.

—Harry V. Wade

Standard Life
INSURANCE COMPANY of INDIANA
INDIANAPOLIS

GENERAL AGENCIES OPEN IN
Arkansas • Arizona • Florida • Illinois • Indiana • Kentucky • Louisiana
Maryland • Michigan • New Mexico • Texas • West Virginia

FRATERNALS

K. C. Council Gathers at Boston in 65th Year

The supreme council of Knights of Columbus will hold its annual meeting in Boston Aug. 19-21, celebrating the 65th anniversary of the order. There will be a meeting of the board Sunday preceding the convention, and also a meeting of the executive and finance committee. The board will meet again the next day and in the evening a moonlight sail on Boston harbor is scheduled. Hotel Statler is headquarters. Aug. 19 a solemn pontifical mass at Cathedral of the Holy Cross will be held. There will be a civic reception in the morning, ladies' luncheon and fashion show in the afternoon, and also a meeting of the supreme council. The state dinner will be held in the Copley Plaza hotel that evening with the Most Rev. Richard J. Cushing, archbishop of Boston; John E. Swift, supreme knight of K. C., and U. S. Senator Francis J. Myers of Pennsylvania as speakers. Wednesday, council meetings will resume, there will be tours to points of historic interest, and a reception and dance in the evening at Hotel Statler. The formal session of the council will be held Thursday.

In celebration of the 65th anniversary, a membership objective of 65,000 increase was registered March 29 and then a total of 113,000 gained in the year ended June 30. This was a gross increase of more than 18% in the year and was 74% larger than the original anniversary quota. The society now has set a goal of 100,000 new members by March 29, 1948, and plans to limit membership suspensions to a maximum of 5%.

Liberalize Diabetic Policy

Liberalizations on diabetic risks have been made by the Maccahees. Maccahees began insuring diabetics on endow-

ment, or retirement income plans, about four years ago. The society now will accept them for life plans with proper rating subject to three restrictions. They are: Diabetics must be under treatment by a physician, should have no other impairment, and minimum application is \$2,500.

Ekern and Preus Honored at L. B. Gathering

MINNEAPOLIS—J. A. O. Preus, former Minnesota governor and commissioner, and Herman L. Ekern, former Wisconsin commissioner, were honored at the general convention here of Lutheran Brotherhood. Mr. Ekern is the

president. Governor Youngdahl of Minnesota lauded the aims and accomplishments of the society in an address at the banquet.

Messrs. Preus and Ekern were among the founders of Lutheran Brotherhood 30 years ago. Mr. Ekern was reelected president.

Wilson Agency Assistant

Charles V. Wilson, Jr., of Fargo has been appointed agency department assistant of A.O.U.W. of North Dakota. He has had a number of years' experience in life insurance selling. In the war he served with the army air force information education department.

Ranks of C. L. U. Are Swelled

(CONTINUED FROM PAGE 2)

Starkville, Miss.; Gerstman, Eugene J., Buffalo; Girsch, Charles W., Metropolitan, Chicago; Graham, Francis G., Metropolitan, New York.

Graham, Golden, Prudential, Portland, Ore.; Gray, Paul E., Pittsburgh; Green, Stephen D., Provident Mutual, Philadelphia; Griscom, George E., Provident Mutual, Newark; Guarriello, Arthur R., Prudential, Elizabeth; Gustafson, Albert F., Metropolitan, New York; Haber, James D., Union Mutual, Pittsburgh; Hacking, G. Edward, Acacia Mutual, Washington; Hackman, Irene P., Metropolitan, St. Louis; Hagen, Keith A., Guarantee Mutual, Spring Valley, Minn.; Hammerlein, George R., Minnesota Mutual, Cincinnati; Hamrick, William J., Gulf Life, Jacksonville; Hanaw, Justin J., Prudential, New Orleans; Hanway, J. Howard, Mutual Benefit Life, New York.

Hassfeld, Eugene W., Massachusetts Mutual, Portland, Me.; Hawkins, John O., New York Life, St. Louis; Hoffman, Victor R. A., Prudential, Wilmington, Del.; Hohn, Peter J., Metropolitan, New York; Hooper, W. Henry, Mutual Life, Philadelphia; Hooton, Donald W., John Hancock, Pittsburgh; Hughes, Lloyd L., Prudential, Newark; Hughes, Lou, Southwestern Life, Fort Worth; Hutchison, H. Gray, Penn Mutual, Maryville, Tenn.; Jackson, M. Eleanor, Union Central, Boston; Kaufman, Dan A., Northwestern Mutual, Indianapolis; Kay, Paul D., Metropolitan, Port Chester, N. Y.; Kelley, George H., New York Life, New York; Kelly, Anna M., Towers, Perrin, Forster & Crosby, Philadelphia.

Kennedy, John H., Equitable Society, Detroit; Kibrick, Herbert V., New York Life, Boston; Landay, Harry L., Travelers, Baltimore; Landers, Edward L., Penn Mutual, Cleveland; Landon, Leon, Southland Life, Abilene; Lannon, James F., Providence; Laros, Charles F., Prudential, Philadelphia; Law, John M., Northwestern Mutual, Wheeling, W. Va.; Leslie, Robert L., Travelers, Schenectady; Leutholt, Henry F., Travelers, New York; Lichtenberg, Fritz A., Jr., Massachusetts Mutual, Columbus, O.; Livingston, J. Leslie, Franklin Life, Grand Rapids; Logan, Robert A., Metropolitan, Pittsburgh; McDonald, B. H., Massachusetts Mutual, Cleveland.

McKenny, Michael M., New York Life, St. Joseph, Mo.; MacDougall, John G., Metropolitan, New York; Mack, Edward E., Jr., Mack & Parker, Chicago; Mading, Edward W., Prudential, Elizabeth; Mann, Charles L., Aetna, Jacksonville; Martineau, Richard V., West Mutual, San Francisco; McHaffey, William G., Prudential, Pittsburgh; Meld, Howard H., Equitable Society, Fort Wayne; Melby, Leonard J., John Hancock, Minneapolis; Middleton, Robert R., Northwestern Mutual, Providence; Mihal, Martin F., Metropolitan, Schenectady; Miller, Theodore D., Equitable Society, Philadelphia; Millon, Charles R., Northwestern Mutual, Evansville; Mitchell, Ivan J., Prudential, Tampa.

Mitchell, Robert B., Southland Life, Austin; Moffy, William T., Jr., Provident Mutual, Philadelphia; Moore, Allen F., Jr., Northwestern Mutual, Ottawa, Ill.; Moore, Charles Ed., Northwestern Mutual, Morgantown, W. Va.; Mouquin, Louis H. F., Equitable Society, New York; Muir, Thomas Spencer, Guardian Life Insurance Company of N. Y., Cincinnati, Ohio; Muller, Marquard C., Phoenix Mutual, New York; Naff, John W., Mutual Life, Indiana, Pa.; Nelson, Rockwood C., State Mutual, Los Angeles; Niedringhaus, Elizabeth H., Mutual Life, St. Louis; Nocka, Carl W., Metropolitan, Syracuse; Normanly, John F., John Hancock, Los Angeles; Nufer, John F., Aetna, Hartford; Osborne, Harry L., New York Life, Phoenix.

Parker, Alfred, New England Mutual, Portland, Ore.; Patterson, John S., Metropolitan, Miami; Perry, Dan N., Southwestern Life, Temple, Tex.; Pierce, William K., Northwestern Mutual, Elgin; Peterson, Nels E., New York Life, Phoenix; Phelps, Ray, Mutual Benefit Life, San Francisco; Phillips, John G., Equitable Society, Kansas City; Phinzy, Frank H., Fidelity Mutual, Nashville; Punsky, Robert L., Equitable Society, Fort Wayne; Rainey, James L., Great-West, Indianapolis; Raudenbush, Walter

L., Metropolitan, Darby, Pa.; Reed, Arthur D., Northwestern Mutual, Nashville; Reinstein, Milton E., Continental Assurance, Chicago; Rejo, Ernest D., John Hancock, East Boston.

Risler, W. Donald, Sun of Canada, Philadelphia; Robert, George F., Connecticut Mutual, New York; Roland, Raymond M., Federal Life & Casualty, Detroit; Rood, Clare A., Equitable, Ia.; Fort Wayne; Rosenback, J. Page, American Hospital and Life, St. Louis; Roy, Philip J., Prudential, Waterbury; Rudmann, Charles F., Northwestern National, Cleveland; Russell, James L., Connecticut Mutual, Hartford; Ryan, James W., John Hancock, West New York, N. J.; Ryan, Mary P., Equitable Society, Detroit; Ryan, Seth W., Guardian Life, New Orleans; Sawyer, Elyot J., Massachusetts Mutual, Ottawa, Ill.; Scanlon, Bart J., New York Life, Utica; Scherer, Paul M., Equitable, Ia., Gary.

Schergens, William J., Aetna Life, Indianapolis; Schick, Carl W., Metropolitan, Pittsburgh; Schlegel, Charles A., Prudential, Newark; Schneid, Max, John Hancock, West New York, N. J.; Seawell, William L., Jr., Jefferson Standard, Greensboro; Sherman, Ellis J., Northwestern National, Minneapolis; Sikes, J. Corliss, Mutual Life, Richmond; Sironi, Alfred E., Prudential, South Orange, N. J.; Slesnick, Lewis C., Prudential, Buffalo; Sloan, Francis M., John Hancock, Cleveland; Smith, Hastings A., Equitable Society, Lexington, Ky.; Smither, Charles G., Union Central, New Orleans; Snyder, Albert G., Metropolitan, Oak Park; Soper, John D., Sun, Canada, Kansas City.

Speakman, George E., Penn Mutual, Philadelphia; Spellman, Lester G., North Carolina Mutual, Philadelphia; Staehle, Herman V., Jr., Metropolitan, New York; Stauber, Ralph O., John Hancock, St. Louis; Stein, Julius A., Connecticut General, San Antonio; Stephens, Charles D., Prudential, Dallas; Sternell, Sidney, Connecticut General, New York; Stieglitz, Sidney J., Metropolitan, Chicago; Stieglitz, Robert P., New York Life, Columbus, O.; Swenson, S. Arvid, Prudential, Seattle; Sydnor, C. Raine, Massachusetts Mutual, Lynchburg, Va.; Taylor, David D., Shenandoah, Clarksburg, W. Va.; Teague, Homer K., Metropolitan, Oak Park; Thompson, Albert E., Metropolitan, Buffalo.

Thompson, Gwyneth M., Massachusetts Mutual, Newark; Thurman, Edwin B., Jr., New England Mutual, Chicago; Turner, Edwin W., John Hancock, Youngstown, O.; Underhill, F. Hopewell, Home, Boston; Unkert, Leslie, Prudential, Newark; Van Cleve, Richard L., Massachusetts Mutual, Los Angeles; Van Urk, Frederick T., United Benefit Life, Philadelphia; Wallace, Leonard F., Prudential, Newark; Wasserman, Joseph D., Metropolitan, Jersey City; Weer, W. Edgar, Prudential, West Chester, Pa.; Welsh-

bart, Ira F., Philadelphia Life, Jersey City; Welsh, Noel L., Metropolitan Life, New York; Wickstrand, Herbert L., Mutual Life, Seattle; Wiedermann, Sidney H., Union Central, San Antonio.

Wiggins, Jack G., Equitable Society, Oklahoma City; Willett, Harold F., State Mutual, Boston; Wise, Harry, Equitable Society, San Antonio; Wolfe, Leonard A., Acacia Mutual, Milwaukee; Wood, Don C., Beneficial Life, Oakland; Wray, Donald R., Kansas City Life, Oklahoma City; Wray, Esther E., Kansas City Life, Oklahoma City; Wulff, John F., Columbian National, Boston; Yocom, Maynard P., Prudential, Bloomington, Ill.; Young, James R., Indiana University, Bloomington, Ind.; Young, William R., Nashville; Zipprodt, Kenneth D., Metropolitan, Chicago.

Sacramento Millionaire Tells How He Operates

Maintaining a constant relationship with clients he has already sold and thus constantly having a productive prospect list is credited by R. A. Harrison of Sacramento for the more than \$2 million of new business, which he sold in the first four months with Franklin Life.

He formerly was with John Hancock in San Francisco and developed an annual paid for volume of more than a million. He stresses the importance of keeping in touch with and serving policyholders, and being seen frequently in their company. In return he said they have been ambassadors of good will and have made it possible for him to do many things he could not accomplish alone.

He also discusses future income with the prospect instead of death, saying that he naturally leans toward the philosophy that a man may live too long without income rather than that he may leave his family too soon. He says it is much easier for him to make this type of approach.

I. I. C. Statistical Report

The 1946-1947 statistical committee report of Industrial Insurers Conference shows that of 44 companies reporting to a questionnaire regarding the standard non-forfeiture legislation for industrial business only, the basis for guaranteed values of 33% of the companies will be 3 1/2%; 64% will be at 3%, two companies at 2 1/2%. About 80% will use minimum values and 18% will increase values. Reserve basis of 30% of the companies will be the 3 1/2% table, for 60% will be 3% table, for 8% will be the 2 1/2% table, and 2% are undetermined. The commissioners' basis will be employed by 60%, the level basis by 30% and 10% undetermined. Full insurance at age 5 was reported by 54% of the companies, with one company offering it at age 4, one at age 2, and 37% undetermined.

Okla. Total \$1,551,052,007

Commissioner Dickey of Oklahoma reports \$1,551,052,007 of insurance was in force in the 83 old line legal reserve companies operating in the state Dec. 31.

LUTHERAN BROTHERHOOD

LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS

Herman L. Ekern, President
600 Second Ave. So., Minneapolis 2, Minnesota

"Since 1868"—the
best in Life Insurance
Service for Catholics

CATHOLIC
FAMILY PROTECTIVE
LIFE ASSURANCE SOCIETY
730 N. WATER STREET - MILWAUKEE 2, WIS.
Whole Family Life Insurance for Catholics

1897



1947

50 Years of Praiseworthy Service

Life Insurance in Force.....\$38,500,000
Benefits Paid since Organization.....24,000,000
Assets now more than.....11,000,000

Liberal and attractive contracts for men and women as Field representatives in Illinois, Michigan, Minnesota and Wisconsin. Write for information.

EQUITABLE RESERVE ASSOCIATION

Life Insurance for Men, Women and Children
Neenah, Wisconsin

fe, Jerse
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P. S. S.
Equitable
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Terms English Good Life Prospects

NEW YORK—In spite of the current rigors of life in England, the working class have a much bigger margin of income over expenditures than ever before and should be an excellent market for life insurance, President Holgar J. Johnson of the Institute of Life Insurance said at a press conference for the trade and daily papers. The life companies there are becoming more public-relations conscious, though in the main they operate as investment trusts and do not actively solicit new business. Mr. Johnson recently returned from Europe, where he was a delegate at the International Management Conference in Stockholm, and visited England, Denmark and France as well. He said the companies in Sweden are more aggressive, though he doubted that the agency organizations of the companies would ever be set upon anything like the basis that is common in the United States.

Emphasized Human Relations Aspect

As chairman of the committee on commerce and industry, Mr. Johnson had the opportunity to get in a plug for the human relations aspect of production and distribution. He was gratified at the response; the tendency has been for the management conference to stress the technical side almost entirely. He inquired closely about socialism in the countries he visited but found no reason to believe it would drive out private insurance companies. He discussed the international political situation, saying that the message leaders asked him to bring back was for the United States to shoulder its share of the responsibility for Europe.

Gives Payor Benefits

Home Life of Philadelphia is now providing payor benefits on industrial policies issued on the lives of married women. Benefits are confined to 20-payment life and 20-year endowment

plans. The husband must be the premium payor and beneficiary and the insured must be financially dependent upon her husband and not gainfully employed. The payor must be 46 years of age or less.

Individual Proprietors Lead as Lincoln National Life's Second Quarter Purchasers

Individual proprietors led all occupational groups in number of big life insurance policies bought from Lincoln National Life during the second quarter of 1947, and also in total volume purchased according to the company's quarterly survey of buyers of policies of \$10,000 or more.

Listed according to number of policies bought, the big buyer groups were: Individual proprietors, skilled workers, professional men, executives, managers, salesmen, clerks, farmers, students, unclassified, housewives, unskilled workers and laborers and teachers.

The big buyer groups listed according to total amounts purchased were: Individual proprietors, managers, executives, skilled workers, professional men, farmers, salesmen, clerks, students, housewives, unclassified, unskilled workers and laborers, and teachers.

Prepare for SS Study

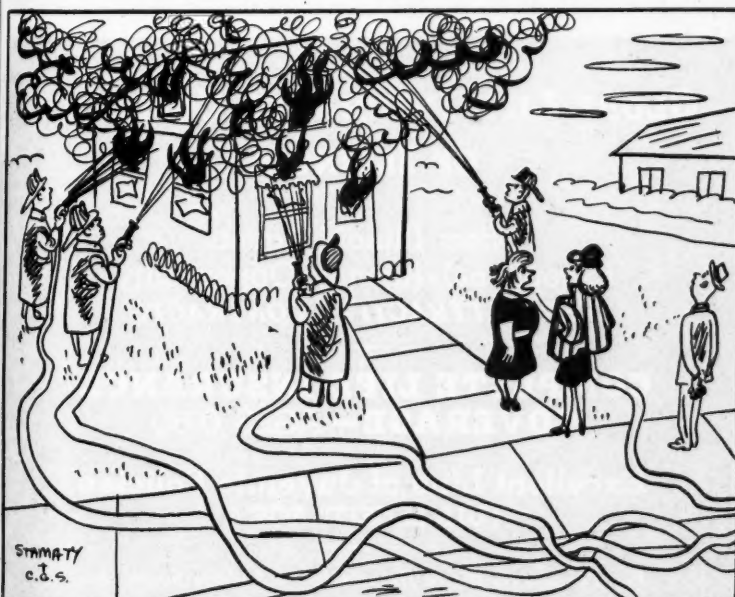
WASHINGTON—The Senate finance committee study of social security is expected to get under way in "two or three weeks," according to information from committee sources. The study will be made with the help of an expert advisory council, which is not expected to be named immediately by Senator Millikin, committee chairman.

Holway Hartford C.L.U. Head

At the 1947 annual meeting of the Hartford chapter of C.L.U. the following officers were elected: President, Philip I. Holway, Connecticut General; vice-president, Ralph H. Love, general agent Connecticut Mutual; secretary-treasurer, Royden C. Berger, director of advertising, Connecticut Mutual.

First Six Months' Results Given

	New Bus. 1947	New Bus. 1946	1947 Inc. 1946	1946 Inc. in Force
Guaranty Income Life ..	2,162,535	2,281,488	1,023,647	1,214,792
Liberty Life	48,808,558	47,888,962	18,869,433	25,614,327
Life of Georgia	154,936,106	145,976,637	20,579,433	57,177,275
Loyal Protective	2,644,002	2,212,793	1,996,531	1,728,688
Northern Life	18,557,028	18,778,274	13,353,486	15,128,661
Occidental, Cal.	253,688,365	178,860,633	176,830,463	48,860,265
Reliable Life	26,985,149	30,218,134	5,681,436	10,402,787
Reserve Loan Life	11,556,558	11,332,676	6,947,503	8,115,016
Sun Life, Md.	19,919,095	19,539,001	7,629,089	10,492,807
United	30,337,820	21,264,000	19,983,397	14,312,235



"THANK HEAVENS, MY HUSBAND IS IN THERE. WE DIDN'T HAVE ANY FIRE INSURANCE BUT HIS LIFE WAS INSURED."



AMONG THE LEADERS

Twenty-two Western Life fieldmen were awarded the 1947 National Quality Award. The ratio of fieldmen qualifying for the award to the total number of men under contract makes the Western Life one of the country's leaders. There's a reason: our agents' contracts pay liberally for quality business at the expense of the agent who writes the other kind.

WESTERN LIFE INSURANCE COMPANY

HELENA

Since 1910

MONTANA

Insurance in Force Over \$126,000,000

R. B. RICHARDSON
President

LEE CANNON
Agency Vice President

1947 IS SURPASSING 1946

While 1946 greatly exceeded any previous year in the Company's history—

**THE FIRST SIX MONTHS OF 1947 SHOWS —
NEW PAID BUSINESS AHEAD OF THE
SAME PERIOD IN 1946.**

REASONS:

—with the ordinary business generally lower than for the same period last year, there must be reason for this increase.

These factors helped—

—continued, thorough training and retraining
—definite procedures for new men that assure early substantial production
—selling aids that make needs clear

—The Company's ratebook is carefully designed for programming, briefing, and package selling—answers available instantly.
Modern sales literature and briefs to cover all needs.

All these are factors in this increase.

INSURANCE IN FORCE NOW EXCEEDS \$185,000,000

Indianapolis Life Insurance Company

Indianapolis 7, Indiana

Agency opportunities in Evansville, Indiana; Davenport, Iowa; Springfield, Illinois; Toledo, Ohio; and some other choice cities in Indiana, Texas, Minnesota, Illinois, Ohio, Michigan, and Iowa.

Edward B. Raub
President

A. H. Kahler
Second Vice-President
Supt. of Agencies

ACTUARIES

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Barrett N. Coates Carl E. Herfurth
COATES & HERFURTH
 CONSULTING ACTUARIES
 680 Market Street 437 S. Hill Street
 SAN FRANCISCO LOS ANGELES

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DONALD F. CAMPBELL
 and
DONALD F. CAMPBELL, JR.
 Consulting Actuaries and Public Accountants
 188 W. Randolph St., Chicago 1, Ill.
 Tel. State 1334

WALTER C. GREEN
 Consulting Actuary
 211 Wacker Drive
 Chicago
 Franklin 2633

HARRY S. TRESSEL
 Certified Public Accountant and
 Actuary

10 S. La Salle St., Chicago 3, Ill.
 Associates
 M. Wolfman, F. A. I. A.
 N. A. Muscovitch, A. A. I. A.
 W. H. Gillette, C. P. A.
 W. P. Kelly
 Franklin 4020

INDIANA

Haight, Davis & Haight, Inc.
 Consulting Actuaries
 FRANK J. HAIGHT, President
 Indianapolis—Omaha

MISSOURI

NELSON and WARREN
 Consulting Actuaries
 915 Olive Street, Saint Louis
 Central 3126

NEW YORK

Established in 1885 by David Parks Fackler
FAKLER & COMPANY
 Consulting Actuaries
 8 West 40th Street New York

Consulting Actuaries
 Auditors and Accountants
Wolfe, Corcoran and Linder
 116 John Street, New York, N. Y.

PENNSYLVANIA

FRANK M. SPEAKMAN
 CONSULTING ACTUARY
 Associate
 E. P. Higgins
 THE BOURSE PHILADELPHIA

Central Life Names Bjornson Agency Northwest Managers

Central Life of Illinois has appointed the Sig Bjornson agency as northwest managers with headquarters at Fargo, N. D. The agency will operate in Montana and part of North Dakota and Minnesota.

Mr. Bjornson has been in the insurance field for 14 years and has a wide acquaintance throughout the northwest territory.

In addition to the head office at Fargo, an office is maintained for supervision of Montana at Billings under Eli Olson. While in the past the Bjornson agency has concentrated on general business, an intensive life insurance program is now under way.

Wisconsin A. & H. Groups Plan State Association

Plans were laid for organization of a state and five local associations at a meeting July 28 of the Madison and Milwaukee Assns. of Accident & Health Underwriters at the Nakoma Country Club, Madison. Representatives from 12 other Wisconsin cities were on hand. Attendance at dinner was 70.

O. J. Briedenbaugh, executive secretary of the National association, stressed the need of a state organization for Wisconsin, and C. B. Stumpf, Madison, second vice-president of the National association, discussed ways and means of developing a state group. Mr. Stumpf was named chairman of a planning committee to make recommendations. Carl Ernst, president of the Milwaukee association, and E. H. "Count" Mueller were selected to assist Mr. Stumpf. Seven other members will be named later.

Members from LaCrosse, Wausau, Eau Claire, Janesville, and Galesville stated that they will form associations in their cities, and dates have been set for organization meetings.

Speaker was H. G. Royer, president Great Northern Life, who discussed "Value of Association Activities to the Producer."

The meeting was preceded by a golf match.

Aetna Lends \$10 Million

NEW YORK—Aetna Life has loaned \$10 million to the owners of the 53-story Lincoln building in midtown New York City near Grand Central station. Aetna acquires a 20-year mortgage on the skyscraper which was completed in 1930 and cost \$25 million.

Among the insurance offices housed in the huge structure are the Institute of Life Insurance and the Luther & Co. general agency of Aetna.

Agent Hero in Radio Show

NEW YORK—The trials and tribulations of a life agent are portrayed in a Columbia Broadcasting System network program (9 p.m. Eastern Daylight Time Saturday) starring Bill Goodwin, screen and radio comedian. The show has been given a mixed reception by New York radio critics. It is a sustaining program and as yet does not have a sponsor. The program originates in Los Angeles.

New Men Are Feted

In a sales campaign among new district managers of Fidelity Life the production of that group was \$200,000 in July. Total production for the month was \$640,000, which was a new record.

Eleven members of the sales force were given a first trip to the home office at Fulton, Ill. Prizes to the winners were presented by President Walter C. Below. There was a reception and dinner, golf, sightseeing trip, picnic, and ball game.



Jeff. Standard Millionaire

Nine Jefferson Standard Life men have qualified for the 1947 Million Dollar Round Table. Six have qualified at least once before and four are life members.

They are: Manager W. Lester Brooks, Charlotte, N. C.; J. T. Comer, Gastonia, N. C., and John L. McCann, Charlotte, all members. W. A. Bethune, Charlotte; E. Frank Andrews, Greensboro, life members; R. G. Bosher, Norfolk, Va.; N. W. Carr, Jackson, Miss.; Manager Ray S. Peters and Magnus B. Norman, Denver.

Sets Up Junior Council

Washington National has formed a junior management council in the home office to work with directors in matters of management and administration and serve as training for future executive positions. It comprises eight regular and eight alternate members, most of whom are junior officers or division heads.

The first 16 men to participate in the council have been appointed by the company, but every six months the council itself will drop three members and elect three to replace them. Personnel of the new council, announced at a meeting of the entire home office staff, is: G. P. Binnie, R. M. Davidson,

A. B. Duisen, J. T. Helverson, H. E. Holmberg, A. W. Knudsen, I. A. Maher, R. C. Neuhaus, P. M. Olson, T. E. Pack, N. A. Pitt, P. A. Reed, A. E. Thon, D. J. Wellenkamp and W. P. Wisheart.

Sisk Leads Bankers of Ia.

John M. Sisk of Milwaukee, supervisor in the L. W. Spickard agency of Bankers Life of Iowa, has been named president of the 1947 President's Club for leading the entire field force in new business in the club qualifying year with \$814,000 paid for. He is a former All-American football player at Marquette University and was on the Chicago Bears professional team, and has been a Bankers life man since 1931. The roster of membership in the 1947 club includes 145 names.

A.M.C.P. Parley at St. Louis

Associated Medical Care Plans, Inc., subsidiary of the American Medical Assn., formed to coordinate the work of such plans sponsored by medical society groups, will hold its second annual conference at the Statler Hotel, St. Louis, Sept. 20-21, with Missouri Medical Service as host. Representatives of all non-profit medical care plans in the United States and Canada will be invited.

GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

Offers Illinois Agents
 Exceptional Agency Opportunity
 VERY ATTRACTIVE CONTRACTS

**COMPLETE LIFE INSURANCE
 COVERAGE—AGES 0-60**

**Excellent Line of Juvenile Policies
 FULL BENEFIT AGE 5**

For Particulars Write Home Office—Address Since 1895
431 South Dearborn St., Chicago, Illinois
 WM. J. ALEXANDER, PRESIDENT

Can you answer these questions about HIGH BLOOD PRESSURE?

Q. What is high blood pressure?

A. High blood pressure, or hypertension, is a condition in which the pressure of the blood against the walls of the arteries and their smaller branches shows a persisting and large increase above normal. A temporary rise in pressure, such as may result from physical or

emotional strain, is a perfectly normal reaction, and is NOT high blood pressure. However, if such rises occur frequently and are excessive, they may indicate a tendency toward hypertension in later years.

Q. What are the causes of hypertension?

A. Sometimes high blood pressure is associated with kidney ailments, local infections, or glandular disturbance, but the cause in most cases is unknown. It is known that hypertension occurs most frequently

among those who are *middle-aged or older*, those who have a *family history* of hypertension, and those who are *overweight*.

Q. How does hypertension affect your health?

A. Persistent high blood pressure makes your heart work harder and nearly always results in enlargement of the heart muscle. The arteries are usually affected, and there may be damage to kidneys, eyes, the blood

vessels of the brain, and other organs. Fortunately, if discovered early, hypertension can often be controlled.

Q. How can you tell if your blood pressure is too high?

A. You can't, for high blood pressure often has no symptoms. But if you have periodic physical examinations your physician will check your blood pressure regularly. His guidance can probably help you keep your

blood pressure down, or, if it should go above normal and stay there, he may be able to start corrective measures at once, before serious damage has been done.

Real hope for those with high blood pressure

Thanks to modern medical science, people with high blood pressure today can often avoid serious complications, and enjoy a long and happy life...especially if the condition is discovered in its early stages.

In many cases treatment such as diets, rest, elimination of infections, reduction of weight at least to normal, and special drugs may be necessary. Surgery has been used effectively in some instances, and psychotherapy has proved helpful at times in removing

fear of the disease and lessening emotional strains.

Medical science is constantly increasing its knowledge of high blood pressure. Aiding in this work is the Life Insurance Medical Research Fund, supported by 150 Life Insurance Companies, which makes grants for special research in diseases related to the heart.

To learn more about this subject, send for Metropolitan's free pamphlet, "Blood Pressure—Everybody Has It."

TO VETERANS—IF YOU HAVE NATIONAL SERVICE LIFE INSURANCE—KEEP IT!

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Metropolitan Life Insurance Company (A MUTUAL COMPANY)

Frederick H. Ecker, CHAIRMAN OF THE BOARD
Leroy A. Lincoln, PRESIDENT
1 MADISON AVENUE, NEW YORK 10, N. Y.



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